

AMERICAN ROOFER & SIDING CONTRACTOR

**APRIL
1951**

IN THIS ISSUE

ODM WILL AID SMALL CONTRACTORS

MAKE ROOFING KNIVES LAST!

APPLYING SIDING TO NEW HOMES

NEW ROOF WATERPROOFING MATERIAL

Published for more than 40 Years

PLAIN TALK..

*about your 1951
Profit Opportunities
in the Roofing Business*

Present restrictions on new home building need not restrict your own opportunity for profitable roofing business.

Consider these facts:

1. According to best estimates a total of 800,000 new housing units will be built in 1951. This, itself, is a pretty good-sized market in any year, yet...
2. It represents only a part of the total roofing market in prospect for this year.
3. The BIGGER part—much BIGGER part—will be reroofing, maintenance and repair.

Yes, people are going to need new roofs on their houses... and people are going to have money to buy them! Money that might otherwise be spent for hard-to-get consumer goods is available for home-improvements and repairs.

You can claim your share of this ripe market by selling and applying Barrett® Asphalt Shingles. The Barrett line includes not only a wide variety of "conventional" shingles but also top-flight, exclusive design, lock-type shingles. Barrett® Shingles are approved by Underwriters' Laboratories, and meet every requirement for superior reroofing at moderate cost—values your competition just can't beat.

Don't put it off—get in touch with Barrett today! Let your Barrett representative give you full information as to products, prices, deliveries, advertising and promotion backing that really help you sell.



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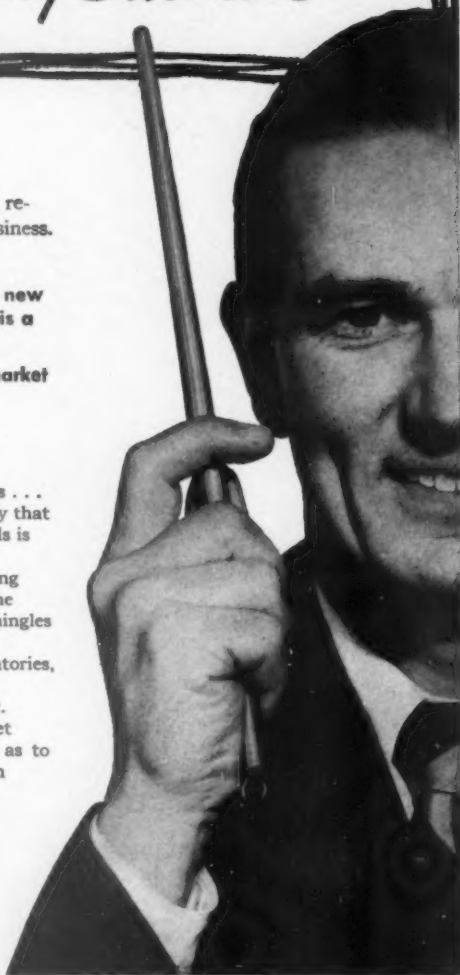
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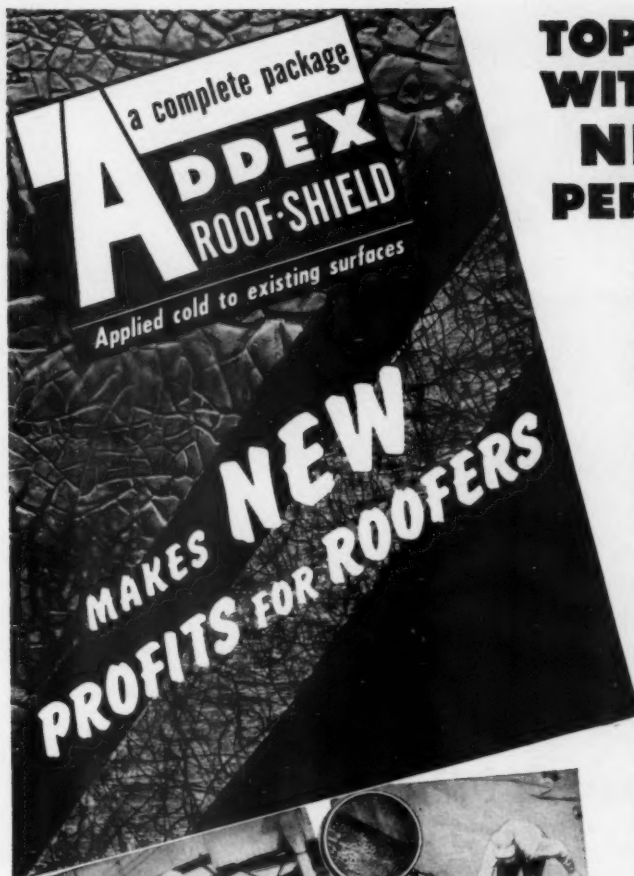
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TOPS OLD ROOFS WITH YEARS OF NEW ROOF PERFORMANCE

ADDEX ROOF-SHIELD is the perfect "cap" for badly alligatored roofs. It fills the crevices, conforms to contours, adheres permanently. Never blisters.

ROOF-SHIELD is reinforced two ways—mechanically and chemically. Its flexible Glass-Fiber-Mesh more than triples the tensile strength of the bitumen. Its chemically fortified asphalt resists oxidation, remains pliant, ROOF-SHIELD "stretches" to withstand structural stresses without cracking.

ROOF-SHIELD applied over any old roof becomes a tough, new, monolithic surface. It blankets and seals from parapet wall to parapet wall.

NEW BUSINESS—NEW PROFITS

ROOF-SHIELD makes new friends, builds new business for the wide awake roofer-applicator. It solves the problem of chronically troublesome roofs where stiff felt cap sheet and thin-filmed coatings have failed.

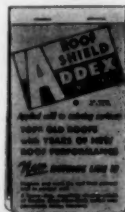
ROOF-SHIELD doubles the day's production and steps up roofer profits. It applies easier, faster than hot-mopped, heavy felt cap sheets.

ADDEX LIQUID ASPHALT #460 is ready to use without heat, and easily applied by brush or spray. Adnex reinforcing Glass-Fiber-Mesh is economically handled on the job. Packaged in rolls of four squares each it weighs only two pounds per square.

ROOF-SHIELD out-performs the conventional two-ply, hot mopped cap sheet. It never blisters, never delaminates, never alligators.

New! Nothing Like It!

This FREE informative booklet contains actual samples of Glass-Fiber-Mesh and ADDEX Liquid Asphalt #460 as applied, with complete description, application and specifications.



1. Applying a strip of ADDEX Liquid Asphalt #460. It's EASY, by BRUSH OR SPRAY.
2. Unrolling and embedding Glass-Fiber-Mesh. Note alligatored old roof surface before applying Roof-Shield.
3. Top-coating embedded mesh.
4. Finish-coating entire roof surface.

ADDEX
CORPORATION
2132 EAST 105th STREET • CLEVELAND 6, OHIO



Residence of E. L. Kaylor, Saginaw, Michigan. **Architect:** Glenn M. Beach, Saginaw, Mich. **Roofing Contractor:** MacArthur Roofing and Sheet Metal Company, Saginaw, Mich. **Roofing:** "Century" No. 5 Shingles, Surf Green.

Use "Century" ASBESTOS-CEMENT ROOFING SHINGLES

Colors to please every customer

Attractive roofing of stone-like durability! "Century" Asbestos-Cement Roofing Shingles add to the beauty of any home—protect it against weather; are not affected by termites; will not rust or rot. And, being entirely mineral by nature, they cannot burn—are eligible for lowest fire insurance rates . . . a point any home owner appreciates!

The broad color selection is another "owner pleaser." "Century" Roofing Shingles are available

in Spanish Red, Surf Green, Gray Duoface, and Black. These are "built in" colors—won't weather out; won't fade—don't ever need painting to preserve their beauty.

And tell your customers about the economies, too! "Century" Roofing Shingles are moderately priced; are specially designed for quick, easy application.

With advantages like these, you can build your business—increase your profits—with "Century" Asbestos-Cement Roofing Shingles. Ask your Keasbey & Mattison dealer for details, or write us direct.

About the "Century" Shingles on the above residence . . .

"Century" Asbestos-Cement No. 5 Shingles, American method appearance; random-width, thatched butt design. Application cost is low—each unit covers more than 1 sq. ft. of exposed area; 90 shingles per square; 2 nails per shingle; self-aligning. Give complete weather protection on roof pitches as low as 4" rise per foot.



*Original manufacturers of
Asbestos-Cement Shingles in this country*

KEASBEY & MATTISON
COMPANY • AMBLER • PENNSYLVANIA

it's REROOFS 4 to 1

*Somebody sells 'em
why not you?*

Talk it over with your USG* Asphalt Roofing Salesman. He's full of ideas for widening your field of prospects. He'll tell you how quality roofing and strong promotional backing are sending more and more roofing AND Reroofing prospects to dealers like you. Invite him in! Fill in and mail in the coupon today!



SELL MORE ROOFING with this sensational "theater-in-a-box." Ask your U.S.G. Roofing Salesman about **SHINGLE VISION**—for demonstrations and color-selection showings either "over-the-counter" or in the home.

*T.M. REG. U.S. PAT. OFF.

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United States Gypsum

For Building • For Industry

Gypsum • Lime • Steel • Insulation • Roofing • Paint

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Please have a U.S.G. Representative call.

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ADDRESS
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You Profit from these Added Values— with

MUNDET CORK ROOF INSULATION

YOU select carefully when you buy products for roof construction, knowing that there are differences in grades and values that affect cost and determine service performance.

Cork, likewise, has differences in grades and values. Because these may not be readily apparent to the buyer, it pays to buy from a known and responsible manufacturing source.

You get cork at its best when you buy Mundet Cork Roof Insulation. It is manufactured domestically, by the steam bake method—a process that offers these money-saving advantages:

- ... greater structural strength.
(the cork is uniformly baked
for maximum stability)
- ... lower "K" factor.
(this means HIGH insulating value)
- ... lighter weight.

Mundet Cork Roof Insulation is available not only in size 12" x 36", but also in two additional sizes: 18" x 36" and 24" x 36". This range of choice permits greater economy in laying. Mundet makes cork cant strips in required sizes and angles.

Estimates and services are provided promptly thru Mundet branch offices. Call on us now. Mundet Cork Corporation, Insulation Division, 7101 Tonnelle Ave., North Bergen, N. J.

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HOUSTON 1
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1428 St. Louis Avenue

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6116 Walker Avenue

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PHILADELPHIA 39
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ST. LOUIS 4
2415 South Third Street

SAN FRANCISCO 7
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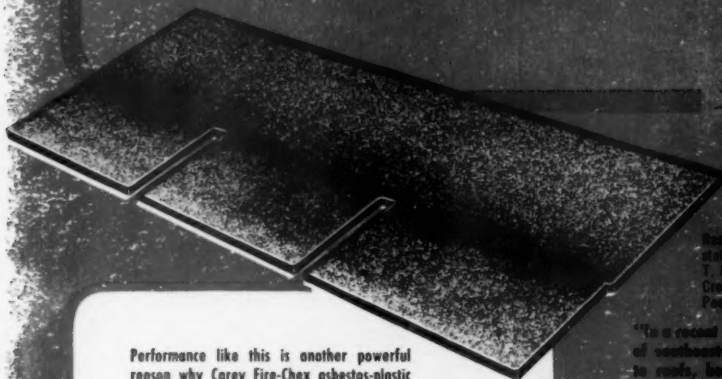
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Write us for name of our nearest representative if there is no Mundet office in your city.

MUNDET CORK • ROOF INSULATION •

NOW! More proof of Fire-Chex superiority

FIRE-CHEX SHINGLES DEFY hurricane winds



Read this sworn
statement from
T. Niblo Creed,
Creed Bros., Inc.,
Poughkill, N. Y.



"In a recent hurricane that lashed this area
of southeastern New York state, damage
to roofs, both old and new, was heavy.
However, on roofs where Carey Fire-Chex
shingles were installed, we could not find
even one shingle that had been loosened."

Signed:

T. Niblo Creed

Performance like this is another powerful
reason why Carey Fire-Chex asbestos-plastic
shingles are so easy to sell!

Here are the easy-to-see reasons! Fire-Chex are the only
shingles that offer these five big selling advantages:

1. Amazing Wind-and-Weather Protection

Fire-Chex are husky heavyweights . . . a whopping 325 lbs.
per sq. They lie flat, stay put, even through hurricane winds.

2. Hail Won't Harm

Fire-Chex Asbestos-Plastic Coating is so heavy that hail
bounces off harmlessly.

3. Lasts Far, Far Longer

Accelerated weather tests prove conclusively that Fire-Chex
have a much longer life than ordinary shingles.

4. Highest Fire-Safety Rating

Only Fire-Chex are rated Class A* by Underwriters' Labora-
tories, Inc. This is the highest Fire-Protective rating any
roofing material can earn.

5. Exclusive New Solid Colors and Shadow Blends

The crowning glory for any roof. . . Fire-Chex come in rich, solid
colors and in exclusive shadow-blends to make roof designs
which are copyrighted as "works of art."

*Without asbestos underlayment.

Carey

FIRE-CHEX SHINGLES

Investigate Carey Fire-Chex for your
building and remodeling jobs—see how
Carey representatives, or, write for literature.

The Philip Carey Mfg. Co., Lockland, Cincinnati 16, Ohio
In Canada: The Philip Carey Co., Ltd., Montreal 25, P. Q.

FROM THE HOUSE OF CAREY — Suburban Builders and Accessories • Curved Siding • Tel-Tone Asbestos Shingles •
Fire-Chex Asbestos-Plastic Shingles • Rock Wool Insulation • Other Famous Products for Homes, Farms and Industry.



Howling winds can't budge these SAF-T-LOK shingles

Where high winds are a hazard, protect your customer's roof and your good reputation by installing SAF-T-LOK Asphalt Shingles.

These shingles are made to *defy* the big blows—each tab tucks under and securely locks into the next, resulting in an interwoven roof of exceptional resistance.

Applied right over the old roof, if desired, SAF-T-LOK Asphalt Shingles are ideal for residences and farm buildings. And these shingles are 'Millerized'®—super-saturated with asphalt throughout the base—for longer wear. In grained design. Green, red, blue, dark slate blends and lawn green.



Certain-teed

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Quality made *Certain*...Satisfaction *Guaranteed*

CERTAIN-TEED PRODUCTS CORPORATION

ARDMORE, PENNSYLVANIA

ASPHALT ROOFING • SHINGLES • SIDINGS

ASBESTOS CEMENT ROOFING AND SIDING SHINGLES

GYPHUM PLASTER • LATH • WALLBOARD • ROOF DECKS

ACOUSTICAL TILE INSULATION FIBERBOARD

Nailing It Down

ARE you selling beauty and style as well as utility? Are you selling a 1951 roof or siding job? Maybe you can and should, according to a clever merchandiser.

"The 23,000,000 homes in the country which are more than 30 years old offer the greatest market for building material and equipment," Arnold Michelson, vice president of Minneapolis-Honeywell Regulator Co., said recently.

The heating industry and other home equipment manufacturers and dealers should take a leaf from the promotional book of the automobile industry, he told the dealer session of the Oil Heat Institute at its annual convention.

The automobile industry "has made all of us Americans believe that we are shamefully backward unless we have the latest gleaming products from their factories," he declared.

"It's a logical assumption that a house built in 1920 will have a 1920 bathtub, a 1920 kitchen and, in all probability, a 1920 heating plant," he continued. "But the owner will have a 1950 automobile."

Here is a selling idea that can be used by every salesman on all new calls or on worthwhile call-backs. After all, the salesman is going to talk about the latest type materials and the most recent application methods. Putting emphasis on the date will give a timeliness and spritely touch to the solicitation that should mean the signing of additional contracts.

Sell a 1951 roof.

S. H.

* * *

At the recent Conventions increasing interest was expressed by contractors in problems relative to built-up roofing. Waterproofing and solving kettle problems came into the discussion in the course of several conferences. This month we present an article on a new waterproofing material. In the months to come this magazine will have articles on the "hot stuff" problem, on built-up roof flashings, and on the use of membrane waterproofing. Watch for them.

AMERICAN ROOFER

and SIDING CONTRACTOR

Devoted to Roofing ★ Siding ★ Insulating ★ Waterproofing

Publishers of

Roofing, Siding & Building Specialties Manual

Vol. 41

APRIL, 1951

No. 4

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**THERE'S NO BETTER
SHINGLE VALUE
ON THE MARKET TODAY!**



**FOR NEW
CONSTRUCTION**



**OVER OLD
ROOFS**



**FOR FARM
BUILDINGS**



than TEXACO'S top performing
TEX-LOK

**DOUBLE COVERAGE!
HEAVY DUTY!
INTER-LOCKING!**

FOR new construction or re-roofing, for farm and commercial buildings—your customers will be glad you recommend TEX-LOK. It's the double coverage, heavy duty, interlocking type shingle that has been tested in every weather — and weathered every test!

TEX-LOK's built to resist high winds. It's fire-resistant and mighty good looking on the roof. Lasts longer, too.

And—it's TEXACO—the name that millions know and trust. *There's no better shingle value on the market today!*

• • •

TEX-LOK Shingles are available in the areas currently served from roofing plants located at Lockport, Illinois; Port Neches, Texas and Port Wentworth, Georgia.

**In the East, it's...
TEX-LATCH**

Available in the areas served from the Edge Moor, Delaware roofing plant—another top-performing Texaco asphalt shingle . . . TEX-LATCH. It's similar to Tex-Lok, differing in the method of locking tabs. It's heavy duty, double coverage and interlocking.



TEXACO
Asphalt
Roofing Products
THE TEXAS COMPANY

MEMBER OF THE
ASPHALT ROOFING INDUSTRY BUREAU

AMERICAN ROOFER

and SIDING CONTRACTOR

APRIL

1951

Office Of Small Business Set Up To Aid Contractors With NPA

The Office of Defense Management recent study of the mobilization crisis has already become a "bestseller" among Government publications. The following excerpt, taken from this report is of special interest to roofing and siding contractors.

OVER 90 percent of all American businesses are small. The success of our mobilization program requires efficient use of the facilities and resources of these businesses.

Small and medium-sized manufacturing firms tend to feel first the dislocations and displacements involved in the conversion of production from less essential civilian goods to military items. Their inventories, their financial resources, and their sources of supply are all less extensive than those of their larger competitors. At the present time they are caught between restrictions on materials and a low volume of subcontracting by the large companies.

To give specialized attention to the problems of small business and serve as its general advocate within the Government structure, an Office of Small Business has been established in the National Production Authority.

The Munitions Board and the De-

partments of the Army, Navy, and Air Force have also taken a number of steps designed to make it easier for all businessmen to find out what products are being bought, the locations of the offices that are buying them, and how to go about obtaining military contracts and subcontracts.

During the last half of 1950, over 21 percent of the dollar volume of all prime contracts awarded by the Department of Defense went to firms employing fewer than 500 persons.

Production Schedules

Moreover, to meet the accelerated production schedules which have been and are being established, prime contractors are increasing sharply the extent of subcontracting. This development will be particularly marked in the aircraft industry.

A certain time lag between the award of a prime contract and the negotiations between the prime contractor and prospective subcontractors is inevitable. Detailed specifications must be prepared, multiple copies of blueprints must be run off, and invitations to bid prepared and disseminated to prospective subcontractors and suppliers. Before executing a subcontract,

particularly for a key part or subassembly, a prudent prime contractor will wish to satisfy himself as to the subcontractor's equipment, facilities, inspection standards, and responsibility.

Information on procurement and subcontracting needs is being provided daily to businessmen through 6,000 outlets in the 48 States including chambers of commerce, banks, and other local organizations.

Orders restricting the use of materials have generally applied the same percentage reductions to all businesses, large and small, but in nearly all of these orders a basic exemption has been included for small quantities used by smaller manufacturers. In addition, the orders set forth a general policy that materials not required for the defense program be distributed through normal channels, which take account of the requirements of new and small businesses.

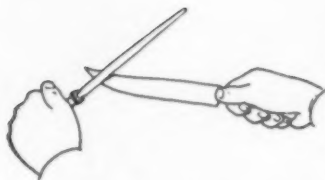
Given all the assistance that Government can provide, the role small business will play in the defense program will still necessarily require the same aggressive salesmanship that has been vital to their continued survival in competitive peacetime markets. They must

(Continued on Page 28)

Make Your Roofing

Caring For Hand

During



START FIRST STROKE

Hold the steel firmly in the left hand, thumb on top of the handle, with the point upward and slightly away from the body.

Place the heel of the blade against the far side of the tip of the steel. The steel and the blade should meet at a slight angle, about twenty-five degrees.

A good roofing knife is one of the most important tools a roofer uses. Therefore it is important that he select it with care and see that it is given the proper attention.

The roofer who has "been around" knows it is false economy to buy a knife on price alone. A roofer's knife is subject to tough usage and must have a good firm blade that will retain its cutting edge. A cheap knife will not stand up or take the punishment to which it must be subjected. The blade will break or nick easily. It will require more frequent sharpenings in order to maintain a keen cutting edge. A nicked or dull blade will tear and ruin material instead of cutting on fairly even lines.

The basic steel used for a roofing knife must have a certain percentage of carbon in order to have the proper hardening qualities to maintain an edge. Some roofing knives contain at least 100 points of carbon (points are the industry's way of referring to percentage). This carbon gives the blade its ability to cut. Blades with this high percentage of carbon will hold an edge through many sharpenings. The blade

may discolor but this will not affect its use. In manufacturing roofing knives, the high carbon steel is harder to work with so of course the cost of the finished blade will be higher.

Low carbon stainless steel, introduced about 20 years ago, was the first material which would not rust or discolor in use. Originally it was unsuccessful because, while it made a handsome knife, it couldn't hold an edge. The low carbon content made it impossible for the blade to be properly heat-treated to the necessary toughness.

Most blades of low carbon stainless

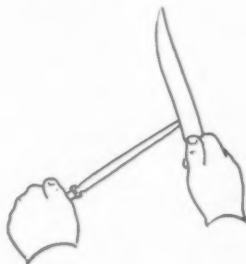
necessary for hard usage. The blade should be driven into the handle and firmly riveted. There should be no possible play or wobbling; it should be rigid for tough usage with a maximum of safety.

Shape of Handle

Many roofers have personal preferences as to the shape of the handle. Some knife manufacturers custom shape their handles to give the roofer a variety of choices. This is important because it makes for accuracy in cutting, as well as ease in handling.

Sharpening

The proper sharpening of knives is an art. All knives, and especially good knives, require a certain amount of care and attention in order that they may properly perform the work expected of them. Improper sharpening not only is ineffective, but can permanently ruin the blade. The sharpening of knives ought to be limited to the grindstone or emery wheel. The wheel is the more complicated of the two, and if handled by an inexperienced person, can do the most damage by drawing



DRAW KNIFE ACROSS STEEL

Bring the blade down across the steel toward the left hand with a quick swinging motion of the right wrist and forearm. The entire blade edge should pass lightly over the steel.

steel are non-magnetic. Blades today are made of forged or sheet stock. In forging, toughness is added to the metal by heating and twisting blade until the desired thickness is reached. The rolling process, however, also densifies the steel and generally gives it the same toughness by the time the thickness is reached.

In order to give a knife a good edge, certain proper steps should be followed. In the manufacturing process a quality knife is machine-ground, hand-honed, and then hand rolled and edged.

The hand rolling provides a cushion



START SECOND STROKE

Bring the knife into position again but with the blade against the near side of the steel. Repeat the same motion, passing the blade over the steel.

Alternating from side to side, a dozen strokes will true the edge.

Knives Last!

Tools Will Pay Off

War Emergency

temper from the cutting edge. The old fashioned, slow-speed grindstone, with water dripping slowly upon its face, is a much safer and more satisfactory method.

It takes a little more time, but knives sharpened in this manner will retain a good edge for a longer period, as there is less chance of removing the temper from the steel.

Don't Break Point

Many roofers have a habit of breaking off the point and grinding it down. This, of course, should not be done. The point provides proper leverage in starting a cut, and any unnecessary grinding will shorten the life of the blade.

Your roofing knife will give you longer and better service if you are careful to wipe the blade off clean each time you are through using it. This will



Photo Courtesy David Levow
Utility Knife

Included in this one tool is a roofer's blade which is ready to use and two other blades—square corner and angle—which are inserted in the handle.

prevent corrosion, allowing you to eliminate many unnecessary sharpenings.

Five Things To Remember

For greater satisfaction and longer wear from your roofing knife remember these five points:

1. Select a knife with a high carbon steel blade.
2. Be sure the blade has been properly ground and honed to withstand tough usage.

3. Check to see that the blade and handle have been firmly joined to eliminate any possible play or wobbling.
4. Sharpen your roofing knife properly.
5. Keep the blade dry and clean when not in use.

The wise roofer who follows these five points will not only save on his knife bill, but will realize longer more efficient service from his knife.

* * *

Using State Employment Services to Get Labor

For the small or medium-sized business, the locating, hiring, and keeping of competent workers often is a real problem. Unlike the larger business, it cannot maintain a fully-staffed and active personnel department, equipped with the latest employment management techniques. As a result, in hiring workers and in handling other phases of employment management, it must leave much to chance. The result is wasted time and money.

Many of the employment management problems of small or medium-sized businesses can be overcome, however, through the help of State Employment Services. Over 1,700 full-time and 2,300 part-time State Employment Service offices, located throughout the nation, are ready to help the businessman without charge. They are part of a State-Federal organization supported by Federal funds and made up of the State Employment Services affiliated with the United States Employment Service, Bureau of Employment Security, United States Department of Labor.

Types of services available. As a result of more than 17 years of cooperative research with industry on basic
(Continued on Page 34)



Photo Courtesy Russell Harrington

Roofing Knife

The stock is directly behind the edge.

Sharpening Knife Points

The most important part of a roofing knife is the point, as it is with this section of the blade that most of the cutting is done. It is, therefore, most important that the back of the blade and the section back of the point be of sufficient thickness to prevent wearing of the point when considerable pressure is applied.

Care should be exercised at all times in sharpening the blade not to remove too much stock directly back of the edge. Various methods of sharpening can be employed, the least satisfactory of which is use of a dry grinding stone. The great danger in this method is that of overheating the edge and drawing the temper, which ruins forever the cutting quality of the blade.

A satisfactory method of sharpening is the use of an oilstone or abrasive stick of medium fine grain. A narrow, very fine cut file can be used reasonably well if used carefully, and satisfactory edge is maintained. The frequency of sharpening depends pretty largely, of course, upon the type of material being cut and the temper of the blade.

—Courtesy Russell Harrington Cutlery Co.



ABC Roofing and Siding Company of Seattle, Washington, has made maximum use of its long relatively narrow office building: the whole construction demonstrates the fine quality of their application of roofing, siding and tiles. One wall has a panel ad which reads "Stop that roof from leaking." The long wall advertises all the types of work they do.

They Have No Personnel Problems What One Firm Did to Solve Labor Shortages

By MARIE GRANT

(Special to American Roofing & Siding Contractor)

MR. JOHN H. HENDERSON, a partner in ABC Roofing & Siding Company of Seattle, Washington, comments, "We have two headaches in operation: weather and manpower. Through careful planning we have minimized the problems involved."

The Pacific Northwest with its abundance of rain 4 months of the year complicates work completion. It also presents the problem of maintaining good men without the insurmountable obstacle of unproductive overhead. The firm's 12 journeymen are occupied during this period with repair and maintenance work. When feasible the men devote their efforts to new work, completing repair jobs when rain prohibits conventional work. Inasmuch as this firm is one of the very few in the city doing repair work, there is always a demand for it. It has not proven expedient, with most jobs running less than \$15.00, to send estimators out to figure repair jobs. They are completed on a time and material basis, frequently

with no more than a service charge. It does enable the firm to keep its staff together and buys a great deal of good will. Solicitation of this work is done in two ways: a reader sign combined with the firm's attention-compelling building on a principal artery and through referrals. Firms not offering repair services are pleased to suggest ABC to those contacting them.

Journeymen Vs. Apprentices

Each contractor appreciates the efficiency of combining journeymen with apprentices for inexpensive work completion. Two circumstances have, however, made it not only impossible to obtain apprentices in this area, but to hire capable journeymen. Until last year all apprenticeship training was suspended. While the program has now been reestablished, it will be sometime until the need for journeymen is satisfied. The second factor is that, statistically, Seattle is the city with the smallest margin between earnings and cost of living with the exception of New

York City. This factor discourages men from coming here and spending the necessary 3 years at low apprenticeship wages. The firm has found it necessary, therefore, to establish its own training program with the cooperation of academic classes given by the union.

Foreman Breaks Men In

A man showing an aptitude is employed and placed on maintenance work under the supervision of a capable foreman. It is the responsibility of the foreman to instruct and introduce new work as the man becomes ready for it. After 6 months the man is generally ready for industrial work which constitutes 95 per cent of all new work sub-contracted for.

The turbulent world conditions have resulted in ABC carefully analyzing personnel from the viewpoint of possible military service. A survey indicates that each of the 12 journeymen are former G.I.s; each over 30 and with 1 or 2 children. The likelihood of

(Continued on Page 39)

Waterproofing Roofs Efficiently Accomplished

With Material Containing
Tung Oil

DEVELOPED by a southwestern corporation, a new heavy-duty roof coating for waterproofing steep roofing as well as other types of roofs, is now being marketed nationally.

The heavy-duty roof coating is claimed to be the first to make use of tung oil, for centuries, according to the manufacturers, regarded as perhaps the best of waterproofing agents.

Other ingredients of the coating include premium asphalts and long-fiber

Canadian asbestos. The successful addition of tung oil was achieved after research by the manufacturers to find the exact proportion of tung which would make the coating pliable and waterproof enough for many roofing uses.

To find that exact proportion was quite a task, according to J. F. Canning, the company's executive vice president. Too little tung in the roof coating would be of little or no value. With too much tung, the compound, which is applied without heating, would become like jelly.

But the precise ration of tung to give great plasticity was found. The tough, rubber-like one-piece seal which the liquid coating forms over a roof is resistant to breaking and cracking as it expands and contracts with temperature changes.

Use of Tung Oil

The tung oil aids in formation of a pliable skin at the surface of the roof coating. This skin helps to keep the asphalt molecules in place and slows down the inevitable oxidation process.

The material is applied cold, thus retaining its volatile oils, vital to waterproofness and pliability. There is no blister breakage to permit escape of vaporized oils. The coating takes the sun's heat without suffering blisters on its surface. Thus there are no "crater" formations on the roof.

Users of roof coatings which are subject to development of these craters find that the tiny dimples lead to trouble. The small holes become avenues through which the needed oils



Article and Photos Courtesy The Zone Company

Workmen of a Washington, D.C., roofing firm, the P. & P. Contracting Company, spray Zone heavy-duty roof coating to form a waterproof seal over the roof of the Steel Pier at Atlantic City, N. J. Above, is the modern spray equipment of P. & P., one of several roofing contractors whose business consists almost entirely of coating applications.

evaporate more readily and through which moisture seeps into the coating.

Cold, wet weather often means freezing of moisture inside a layer of poor quality coating. This causes cracks, more and bigger avenues for evaporation of oils and entrance of water. Before long, coatings which suffer blisters and blister breakage are "dead"—no longer capable of protecting the roofs beneath them from destructive forces—contracting, expanding, wetting, drying, decaying, which results in leakage and finally need for an entire new roof.

Keeps Waterproof 6 Years

Properly applied every six years, declare company technicians, the heavy-duty roof coating keeps a waterproof film over a roof continuously. The roof

(Continued on Page 26)

Spraying on the coating are workmen of a Washington D. C., roofing firm, the P. & P. Contracting Company.

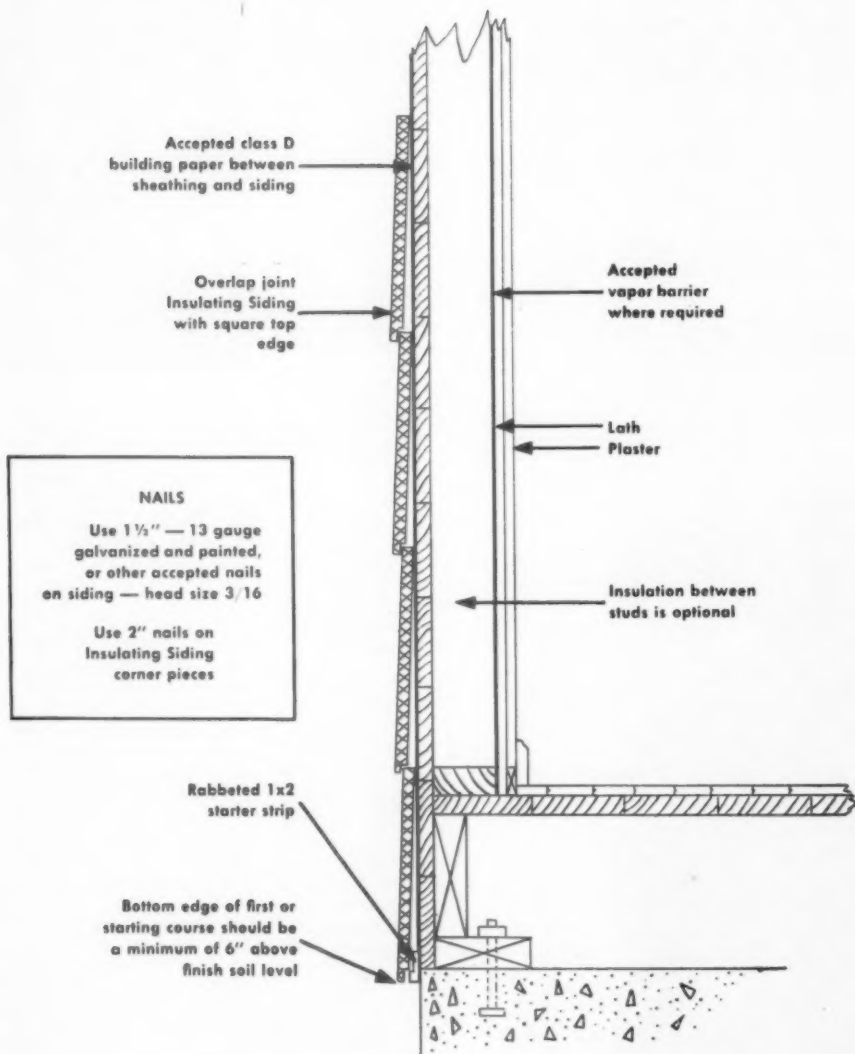


How To Apply Insulating

Told In Two-

Through the courtesy of the Insulating Siding Association this magazine is enabled to present the first details in magazine form of the application of insulating siding on new construction, just recently accepted by FHA. In the

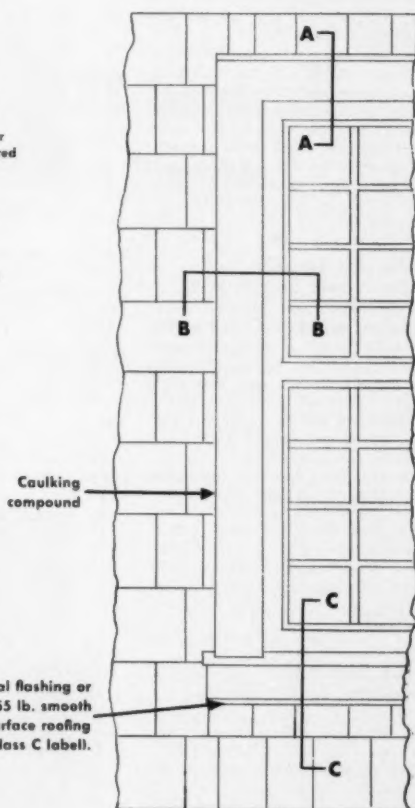
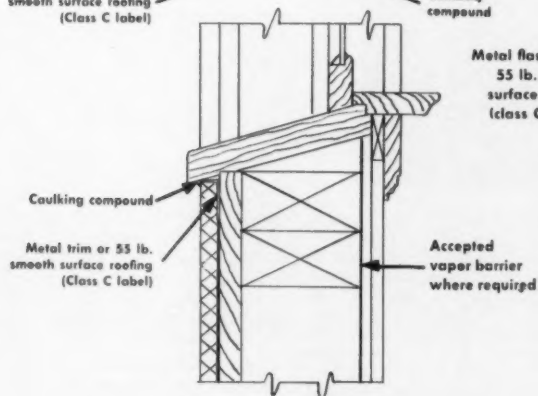
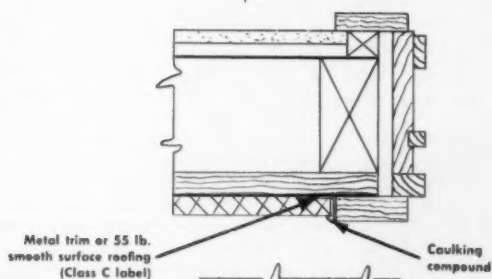
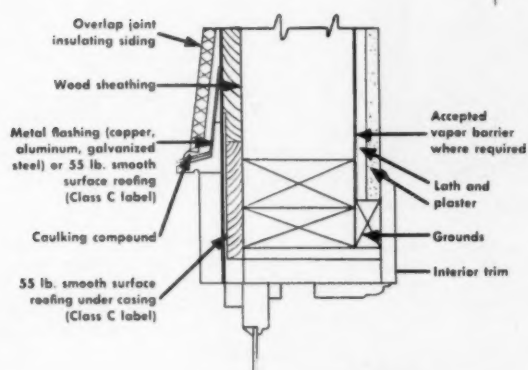
first of two presentations this month and next, on this page is shown a typical section recommended for frame construction using insulating siding as exterior surface on new construction.



Siding To New Housing

Part Series

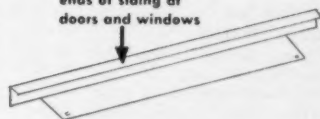
Below: Application on new construction around window or door casings. Sections A-A, B-B, C-C on the right are shown in cross-section on the left, reading from the top down: A, B and C.



Caulking compound

Metal flashing or 55 lb. smooth surface roofing (class C label).

Metal trim for ends of siding at doors and windows





NEWS OF THE MONTH



ASSOCIATIONS ♦ COMPANIES ♦ PERSONALITIES ♦ GOVERNMENT

January Construction Contracts Well Over Last Year

Construction contract awards for January 1951 in the 37 states east of the Rockies were down 11 per cent from December but were still high enough to be 43 per cent ahead of January 1950 it was reported by F. W. Dodge Corporation, construction news and marketing specialists. The January figure was \$1,043,248,000.

Slight declines in the individual classifications also marked the construction trend for the first month of the new year.

Residential awards totaling \$420,918,000 were down 12 per cent from the December figure of \$478,583,000, but were 23 per cent ahead of January 1950. Non-residential contracts of \$461,016,000 were 6 per cent below December, but 96 per cent above January last year.

Weed, Murphy Receive Promotions From Bird & Son

Two promotions of interest to the building trade were made in the Bird & Son roofing division the first of the year. Rogers Weed, sales manager for their northern division for the past twelve years, moved up to the newly created job of Assistant to the Vice President. He will have general duties under E. L. Chamberlain, Building Materials Vice President for Bird & Son.

Stepping into Weed's place is long-time salesman Edmund F. Murphy. Murphy has been selling Bird building products for over twenty-five years. Until his recent promotion he covered the important Boston territory.

Both men will have their headquarters at East Walpole, Mass., location of the company's main office.

Chase Bag Names Rue Sales Manager At Buffalo

Harrison B. Rue, in charge of Chase Bag Company's Memphis Sales Office for the past four years, has been appointed Sales Manager of the Company's Buffalo, N. Y. Branch.

Mr. Rue's successor at the Memphis Sales Office will be H. J. Uldricks who was transferred from the Chase Branch in Philadelphia.

Brixite Man Elected Masonic Lodge Master

Maxwell Epstein, member of the sales staff of Brixite Manufacturing Co., Inc., manufacturers of insulated siding in South Kearny, New Jersey, has been elected and installed Master of Rufus King Lodge No. 1091, F. & A. M., Second Queens Masonic

District in Jamaica, New York. His term of office is for the year of 1951.

Mr. Epstein, who is 43 years old, served as Commander of Jamaica Post No. 90 J. W. Veterans of the United States in



MAXWELL EPSTEIN

1947—then the second largest post in the country. He attended the Universities of West Virginia, Pitt and Columbia and saw Army service in World War II.

Miss Fichtel Celebrates Half-Century Of Secretarial Service With Ruberoid Co.

A record of 50 years of continuous service with The Ruberoid Co. was observed on February 23, when Miss Maude R. Fichtel, who has been in the company's



MAUDE R. FICHEL

employ in New York since February 23, 1901, was guest of honor at a luncheon given by Herbert Abraham, Ruberoid president. On behalf of the company, Mr. Abraham presented Miss Fichtel with a U. S. Government savings bond and a testimonial scroll.

In making the presentation, Mr. Abraham said that continuous loyal and capable serv-

ice by employees has been a factor of the greatest importance in enabling American business and industry to reach unprecedented heights of efficiency and economy of operation, and thus to help raise the general standards of living.

Miss Fichtel's present position with Ruberoid is that of chief secretary in the treasurer's office. Her first job was as a stenographer, which she obtained immediately after completing a course at the Packard Commercial School in New York. During the course of her long service she has seen the Ruberoid organization grow from approximately 100 employees to more than 4,000, and its manufacturing facilities expanded from a single plant at South Bound Brook, N. J., to twelve modern factories located in different parts of the country.

New Paper Mill In Oklahoma Being Built By Certain-teed

Construction of a paper mill at Pryor, Oklahoma has been announced by Certain-teed Products Corporation, building materials manufacturer with general offices located at Ardmore, Pennsylvania. The new mill will be built for and operated by the Coronado Mfg. Company, a wholly-owned subsidiary of Certain-teed. It will produce papers used in the manufacture of Certain-teed's gypsum sheathing lath and wall-board, and is scheduled to begin operation in January 1952.

In announcing the new mill, Company officials pointed out that while it is a step toward a more integrated operation, recent additions and expansion at its gypsum board plants have greatly increased production capacity and resulted in a greater demand for paper. The new mill will supply only a portion of Certain-teed's total paper requirements.

The mill is being built on a 30-acre site and will provide 100,000 square feet of floor space. Daily capacity will be 100 tons of paper. The plant will employ about 150.

Bird & Son Increases Board To 17 Members

Announcement is made of an increase in the membership of the board of directors of Bird & Son, Inc. from 15 to

(Continued on Page 42)



Above: Left, unrolling cotton batting insulation on attic floor. Center: Application to attic walls. Right: Hammer-tacking machine rapidly applies material to attic ceiling.

Contractors Can Sell MORE Insulation Under Defense Mobilization Program

MARSHALLING America's strength isn't confined to those in an Army Camp or on the high seas. It is a job in which every American has a vital part. Every segment of industry has a responsibility to itself and to society. For our greatest strength, each one of us must carry our full responsibility.

Mobilization, for an applicator, you say? Yes, we have a part in the job. Here's why: We are coming to the time when there will be less man hours, and less material available for new house

building; there will be more calls for coal, for fuel oil, and for gas. In some places houses may not be quite as warm during mobilization as they may have been in the luxurious times of peace.

Insulation for Defense Housing

So that more houses can be used more completely, so that families may set-up housekeeping in an attic if necessary, and so that we may conserve the fuel for other more important purposes, applicators will be insulating more old homes.

To many of us in the applying business, insulation over the past few years has been done on a mass basis. With less of that construction in the field today, attention will have to be turned to much of the remodelling work now available.

The first problem that results from this change is *Salesmanship*.

It has not been necessary to do much of a selling job to keep all the work ahead of crews which they could possibly handle. In this time, the art of salesmanship may have lost some of its luster. It may be necessary to review techniques and presentation.

It may be necessary to redefine the values which an applicator can give to a potential home owner in terms of the things which he seeks most. In this field, he wants from us greater *economy* for his heating dollar, and greater *comfort* and protection for himself and his family.

Mobilization Program

One of the first jobs then, under a mobilization program is that we begin again to *sell* our program and our product. To do this we must know its advantages thoroughly, and know what it will do for our customers. We must develop our presentation in terms of words, and in terms of something visible

(Continued on Page 40)



Article and Photos Courtesy Lockport Cotton Batting Co.

Above: Left, applying cotton batting to space too narrow for batt to fit in. Right, using the hammer tacking machine on the sidewall batts.

**MATERIAL
LITERATURE**



**PRACTICE
EQUIPMENT**

Endless Hack-Saw

The Endless Hack-Saw is new and sound in principle. It will do many jobs an ordinary hacksaw cannot do, such as sawing out parts of floorboards, wall panels, metal doors, etc. The ordinary hacksaw can only cut up to the hack-saw frame, but the Endless Hack-Saw can cut through unlimited distance and thickness.



Every return stroke is automatic. An enclosed spring returns the blade after each stroke. Blade breakages are reduced to nil and there are no holding pins to become bent or broken. The blade is supported in the front casing by three hardened steel balls. Any standard ten or twelve-inch hacksaw blade will fit this tool.

Pure Aluminum Foil

Dryfol is a quality building product combining a tough, durable kraft paper with pure Aluminum foil on one or both sides.

The manufacturer claims that the pure Aluminum foil provides:

1. *Reflective Insulation*—Dryfol when combined with an air space reflects 90% of all radiant heat striking its metallic surface. For low cost Summer comfort, Type B is equal to 1½" of mass type insulation in ceilings and side walls. For fuel economy in Winter, it is equal to 1½" of mass type insulation in under-floor space and side walls, and 1" in ceilings.

2. *Vapor Barrier*—The pure Aluminum foil is a perfect vapor barrier. It has permeability of better than .08 and far exceeds the strictest F.H.A. requirements.

Dryfol is recommended for use in side walls, crawl spaces, attics, and under ground floors. Each roll contains 250 square feet and is available for use in 17", 25", 33" and 36" widths. Type C is also available for use where lower insulation efficiency, less cost or vapor seal only is specified. Made by Reflectal Corporation.

Stoop Canopy

The new 72" steel Stoop Canopy is a happy and quite inexpensive solution to the

distressing problem of an unprotected doorway.

Few modern houses are provided with rain or snow protection on outside doors, in fact many have nothing over front, rear or side entrances. The result is not only considerable discomfort to the family in bad weather, but guests are often left to wait outside in a pouring rain while some member of the family is answering the door-bell.

The deterioration of door frames and outside doors themselves is an even more serious problem. Doors tend to swell in the summer to a point where they cannot be opened or closed and even a steel or aluminum storm door binds, because of the warping of the door casement itself. If water gets back of the door casing, rot will occur in a very few years.

The lines of this Door Canopy are in architectural harmony with siding and trim, in fact in appearance it looks like it was built as an integral part of the house.

Made of special rust proofed steel with baked on enamel these Canopies have ample strength to resist the highest winds. They are as easily cleaned as a refrigerator.

These products are made by the Troy Sunshade Company.

Aluminum Data Book

A new 194-page publication, "The Aluminum Data Book," has just been issued by Reynolds Metals Company to meet the demand for more factual information on aluminum alloys and mill products.

Aluminum is no longer a single metal but a large family of metals, each with its own peculiar properties. To make an intelligent selection, the user must have definite information as to alloys, tempers, sizes, shapes, physical properties, chemical properties, mechanical properties, and fabricating characteristics.

These vital facts on aluminum alloys and mill products have been condensed into a handy pocket-size manual which contains 117 tables of data on physical, chemical, and mechanical properties; standard tolerances; weights; standard sizes and production limits; as well as much fabricating data.

Wire bound to permit flat opening, this 6 x 9-inch book also contains 61 illustrations showing various operations in the production of aluminum.

Tiny Automatic Tacker

Tiny as a toy, yet efficient as a large industrial staple tacker, a new pocket-size tool has been developed by the Heller Company, to effect new savings of time and money in making wire installations.



This new tacker speedily staples braided, rubber-coated, single and double strand wire and hollow tube lines. Front and rear guides circle the wire and permit rapid drawing around difficult angles or corners, along baseboards, plaster walls, window frames, ceilings, door jambs and rafters.

Uses an improved staple, made in several colors, whose driving points easily penetrate plaster, composition board, hard and soft woods (with holding power up to 64 lbs.). Drives the staple to a desired depth without marring or injuring the wire.

Safety Training Films

"Speaking of Safety," a new series of six training films showing supervisors and foremen how to address and conduct meetings, has been announced by the National Safety Council. The series was prepared under the guidance of Dr. Irving J. Lee of the School of Speech, Northwestern University, Evanston, Ill.

Film No. 1 in the series is "The Power of Speech." It lists occasions when foremen and supervisors may be called on to make a speech and explains the difference between a formal and a working speech. It also discusses the purpose of a speech from the audience and speaker standpoints.

Film No. 2: "Butterflies in Your Stomach," explains physiological reactions that cause stage fright and shows how to overcome them.

Film No. 3: "The Key to Good Speaking," outlines four methods of preparing a speech and gives the recommended method. It also shows, step by step, how to prepare a

typical safety speech using the recommended method.

Film No. 4: "On Your Feet," explains what to do physically when making a talk. It shows how to stand, the purpose of moving around and how to do it effectively, what to do with your hands, and where to look.

Film No. 5: "Now You're Talking," discusses actual speech making. It covers vocabulary and phrasing of ideas, how loudly to talk, and the speaker's attitude. It also shows how friendliness, sincerity and enthusiasm can make a speech a success.

Film No. 6: "Ring the Bell," shows how to get and hold the attention of an audience, and how to illustrate a point by telling a personal experience, a humorous story or by comparisons. It also shows how to "break the ice," and explains the value of demonstrations, scale models or mock-ups, films, still pictures, graphs, charts and diagrams.

The films are standard, 35mm soundslide, with 16 inch records, 33 1/3 r.p.m. About 13 minutes is required for each. One side of the recording uses the 30-50 low frequency signal, the other side uses the standard audible signal for advancing the film manually.

* * *

Scaffolding Bulletin

Just off the press, a new 12-page Bulletin, published by The Patent Scaffolding Co., shows pictorially the convenience, economy and other advantages of "Trouble Saver" Sectional Tubular Steel Scaffolding for many general construction uses. Contractors and others interested in construction, will find this an interesting reference source on modern scaffolding practice.

Forty-eight photographs and line drawings give detailed information on erection and dismantling of basic units, building up complete assemblies, available frames and components and a wide variety of actual applications of a special nature. The selection of pictures also illustrates many on-the-job applications ranging from rolling scaffolds and other small assemblies to large and elaborate erections covering entire buildings.

* * *

Shingles and Stains Catalog

The Weatherbest Corporation, manufacturers of red cedar shingles and shingle stains, has just announced the publication of a new colorful catalog and an unusually complete set of data sheets on the company's products and their application.

The four-page catalog describes the various types of Weatherbest shingles, shakes and stains now being produced. Featured in the catalog are full color photographic reproductions of homes embodying different architectural styles. These illustrations graphically depict the adaptability of Weatherbest shingles and shakes to a wide range of home design, and show how they may be used alone or in combination with

(Continued on Page 27)

Not just 1...Not 2...

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THE NEW IMPROVED ROOFING MEMBRANE

... gives all

3

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- 2 LONG LIFE
- 3 EASE OF APPLICATION



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You can get some idea of the dramatic beauty of Celotex Sta-Tite Asphalt Shingles from Evergreen, reproduced here. Other popular, exclusive colors are Cedar Green Blend, Mediterranean Blue Blend and Terra Cotta Red Blend. All are scientifically styled to blend or contrast beautifully with sidewalls, and harmonize with surrounding foliage, sky and other buildings.

new CELOTEX



Tite Shingles



Go on smoothly right over old roofs
...give exclusive **"COLOR HARMONIZED"**
beauty at the lowest possible cost!

Here is a re-roofing shingle that gives your prospects exactly what they're seeking — lasting good looks and long, trouble-free service at low cost!

New Celotex STA-TITE Asphalt Shingles are "Color Harmonized" the exclusive Celotex way . . . to contrast or blend perfectly with the exterior color scheme and surroundings of any home.

Go on quickly — self-aligning, only two nails per shingle, no stapling. No loose tabs to "blow up," with Celotex STA-TITE Asphalt Shingles. Their remarkable *self-locking* feature guards

against wind damage. What's more, extra protection from weather and wear is *built in* by the exclusive Celotex Triple-Sealed Process!

Their hexagonal design and unusual color beauty combine to create a roof of real distinction. Choice of Evergreen, Cedar Green Blend, Mediterranean Blue Blend and Terra Cotta Red Blend.

Rugged, fire-resistant Celotex STA-TITE Asphalt Shingles are fast and easy to apply. They have everything it takes to step up your re-roofing business. So start featuring them without delay. Your Celotex Representative will be glad to give you full details. Contact him now!

To sell **more** roofing jobs, **faster** . . . feature

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THE CELOTEX CORPORATION, 120 S. LA SALLE ST., CHICAGO 3, ILLINOIS

Goodwill Will Sell Roofing

As Much As Canvassing

Says...

ROBERT F. WELCH

(Special to American Roofer & Siding Contractor)

SMALL and seemingly unimportant factors can sometimes make a whale of a difference in how the public regards the roofing industry. On the whole, we're pretty much inclined toward a "public be damned" attitude. We'll cultivate people who may be able to give us some business, forgetting that practically everybody we see is actually a potential customer for our goods and services at some time in the future.

This attitude was demonstrated in a little incident which occurred to me the other day. I was driving down the street approaching a stop signal when suddenly a truck roared past and pulled ahead of me. Nothing unusual about that, except that the truck missed my front fender by inches as it swung into the lane.

Value of Goodwill

I wouldn't be human if I didn't get sore about such thoughtlessness. Sure, it might not have been the driver's fault entirely. He was carrying a load of shingles which were probably wanted on the job in a big hurry. But the fact remains that he was making enemies along the way. Sometimes the man sitting at the wheel of a truck figures he deserves the right of way because he's on business and has a vehicle large enough to force smaller ones into second place.

Now, few builders or home owners are going to turn against a roofer solely because of a truck driver's carelessness. But for every such occurrence there's going to be a little more public animosity and dissatisfaction with the industry.

Roofing contractors don't attach much importance to such things because they're inclined to minimize the

value of goodwill. Although they can understand why a merchandising concern like a furniture dealer or milk plant should insist on courteous drivers and attractive trucks, they don't feel it does them any good to pay attention to such minor things.

Why not look at it this way? The whole public is your customer. And people come in contact with the craft not only when they see a new roof, but while the work is in progress. No matter how well they like the finished job,

(Continued on Page 29)

Covering The World ...



A PECULIARITY OF CHINESE BUILDING IS THAT THEY BEGIN WITH THE ROOF! THEN, THEY BUILD THE WALLS UNDER IT!

By Elmo

The DOUBLE Life of HYDE ROOFING KNIVES

Hyde's No. 10 Roofing Knife leads a *double* life—yes, gives you *double* wear because of its two-point blade. Made from Hydex steel, expertly heat treated, ground and honed, it provides extra toughness and sharpness. Easy blade release enables you to change blades in just 10 seconds! Handle and blade holder will last indefinitely. Specify HYDE Roofing Knives—for lasting satisfaction.

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"We think your Manual is terrific."
"The Bible of the Industry."

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These Important
Articles in the
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- ★ ALL TYPES OF METAL AWNINGS, DESCRIBED AND DISCUSSED IN DETAIL.
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Contractors and Builders Save Time and Money with Lo-"K"

Because of its extremely light weight (only .85 lb. per cubic foot) and consequent ease of handling, Lo-"K" installs faster and more economically than practically any other type of insulation on the market.

At the same time, because of its lower "K" factor or thermal conductivity (only .24 for one inch) it provides from 4% to 36% more insulating efficiency.

Lo-"K" is flameproofed—resists moisture, rot, mildew and vermin—does not sag, settle or deteriorate with age—contains no harsh particles that irritate the skin.

Lo-"K" costs less because it gives more, performs better. Ask the contractor or builder who uses it.

Available in either open or enclosed blanket type and with aluminum foil or asphalt Kraft paper vapor barrier.



INSULATION DIVISION

LOCKPORT COTTON BATTING CO.

Established 1870

Lockport, N.Y.

New York Office: 1407 Broadway

Waterproofing Roofs

(Continued from Page 15)

thus can remain in "new" condition indefinitely, barring damage by fire, structural failure, or some other such cause.

Decay of the coating itself is forestalled by removal of detrimental im-

purities from the ingredients. This purification is accomplished through an electrolytic process before the coating



Left, right, broad over-all view of the tung oil roofing, as it is applied (see close-ups, p. 15).



is compounded. These impurities, if allowed to remain, would produce decay just as impurities in iron and steel cause rust.



"Heet-Master Kettles"

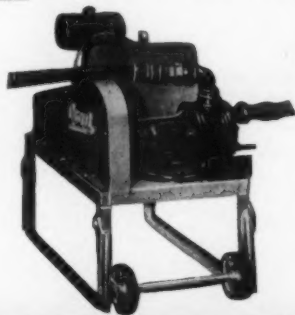
- Save Over 50 Per Cent Time—Fuel—Labor
- Heats More Uniformly—Insulated
- Rugged Construction Will Outlive Any Other Kettle
- More Hot Stuff—Cheaper—Faster

Heet-Master Kettles are available on Skids — Steel Wheels — Hard Rubber-Tired Wheels and Pneumatic-Tired modern automotive disc type wheels. Capacities: 30, 55, 80, 115, 175 and 230 gallons.

All of us at Aeroil desire to express our appreciation for the wonderful reception and attention to our men and equipment displayed at the recent conventions of the National Roofing Contractors Ass'n at Houston, Texas, and the Nersica Convention at New York City. It certainly is a wonderful, satisfying feeling to renew friendships at many years duration and to make hosts of new friends by bringing to you, for your inspection at our exhibits, the very latest in roofing kettles and other accessories, designed to provide maximum safety, efficiency, economy and durability. Our thanks to our contractor friends for the many helpful comments and suggestions that, through the years have resulted in improved design and construction and popularity of Aeroil equipment.

Ask for AEROIL Roofing Catalog 418-A
Showing the Latest

- | | | |
|---------------------|-------------------|----------------------------------|
| • Roofing Kettles | • Scrapers | • Asphalt Sprayers |
| • Torches & Burners | • Mop Carts | • Ladder & Roof Brackets |
| • Cork Dip Pans | • Blow Torches | • Roof Pumps |
| • Hoisting Wheels | • Buckets & Parts | • Lead Furnaces |
| • Power Hoists | • Ladles | • Scores of Other Roofers' Tools |
| • Roofing Beams | • Walk-Meter | |
| • Mops and Parts | • Gravel Hoppers | |



Established 1917

Aeroil

PRODUCTS COMPANY, INC.
SOUTH HACKENSACK NEW JERSEY

BRANCH OFFICES & WAREHOUSES

2021 So. Michigan Ave., Chicago 16, Ill. • 435 Bryant St., San Francisco 7, Cal. • 3408 Main St., Dallas 1, Texas
2415 E. 17th St., Los Angeles 58, Cal. • 516 Yale Ave. N., Seattle 9, Wash. • 2517 Liberty St., Jacksonville 6, Fla.
601 E. Robinson St., Pittsburgh 12, Pa. • Oakdale Square, Dedham, Mass.

According to the manufacturer several roofing contractors' business operations consist almost entirely of the heavy-duty roof coating applications. The coating is sold by company representatives directly to the owner of the property on which the material is to be used. The owner then engages a roofing contractor to apply the material.

Sufficiently free-flowing to be easily sprayed or brushed smoothly onto a roof surface, the coating readily fills cracks and crevices in the old surface and leaves a smooth, one-piece seal over the entire roof.

Spring Roof Check Urged

Regular inspection of the roof should be made to detect leaks before they become serious enough to damage the building or its contents, and home owners are advised to have a contractor or roofing applicator make this inspection in the Spring.

Roofs take a severe beating from Winter's wind, ice, snow and sleet. Another reason for a thorough check-up on the roof this Spring is that wind storms of unusual intensity swept many sections of the country in 1950. While the damage to some roofs was immediately obvious, other roofs suffered hidden damage which now may be showing up.

Patching Roof

Patching a roof seldom is recommended. Most roofing wears uniformly and the first leak in an old roof usually means that others will develop soon. Getting up on an old roof to patch it may cause other leaks. If a leak is ignored, water will run along rafters, seep into walls and ceilings, cracking plaster and staining wallpaper.

In re-roofing, it is economical to select a material that can be laid over the old roof, such as fire-resistant asphalt shingles. Available in many colors, textures and patterns, asphalt shingles also fit into the color scheme to give the home beauty.

Properly applied an asphalt roof is wind-resistant. If the house is in an exposed location, where high winds can be expected, cementing down the tabs of asphalt strip shingles will provide good protection. This is easily done by placing a dab of quick-setting cement about the size of a fifty-cent piece under each tab. Individual clip-down and inter-locking shingles also give satisfactory service in high wind areas.

An Important Announcement of A New Roofing Method

"Cold" Adhesive #9

ENDS HOT MOP HAZARDS, GIVES LONGER, BETTER SERVICE

Vital and Important Points of Superiority Offered the Industry by new

ZONE ADHESIVE #9

• Forms perfect union between roof deck and roofing material because of ability to PENETRATE as well as stick.

• No blisters or other defects in the surface . . . as ZONE ADHESIVE #9 is applied COLD. No chance for escaping steam or vapors to permit entry of moisture.

• Easier, faster to apply because no heating or boiling is necessary. Make application directly from container . . . either spray, brush or mop.

• Sets rapidly . . . within a few minutes. Reaches proper degree of hardness and adhesion in about 4 hours. This permits adjustment of materials before ADHESIVE #9 actually sets.

• "Cold" process prevents boiling out valuable oils. Keeps ADHESIVE #9 pliable and waterproof, since it expands or contracts with temperature changes.

Get the full story about remarkable new ZONE ADHESIVE #9 . . . Learn how you may cut your overhead . . . improve your safety record . . . and build customer satisfaction with ZONE ADHESIVE #9. Please write on your letterhead.

Do The Job in LESS TIME with FEWER Workmen
... Eliminate Heavy, Cumbersome Equipment

ZONE ADHESIVE #9 . . . the completely new asphaltic adhesive developed and made exclusively by the Zone Company . . . is ringing down the curtain on the old hot pot and mop.

ZONE ADHESIVE #9 is applied to the roof "cold" . . . just as it comes in liquid form from the container. This outstanding advantage eliminates heat blisters — and thus removes the source of most roof deterioration. And because Zone Adhesive #9 is applied "cold," the ever-present danger of injury to workmen from boiling tar is ended once and for all.

ZONE ADHESIVE #9 is unusually waterproof because, unlike "hot application", this remarkable new product actually expands and contracts with heat and cold. It cannot become brittle or flaky.

ZONE ADHESIVE #9 is ideal for building up roof surfaces . . . and equally useful for cementing flashings and seams . . . the usual starting places for leaks.

ZONE ADHESIVE #9 may be applied quickly and easily by brush, mop or spray. It sets within a few minutes, with ample time remaining for adjustment of the roofing material after application.

New "Cold" Process ZONE ADHESIVE #9 is the Exclusive Product of

THE ZONE COMPANY

A division of the Southwestern Petroleum Company
DEPT. AR, BOX 789 FORT WORTH 1, TEXAS

What's New

(Continued from Page 21)

other construction materials.

The new data file consists of 15 separate 8½ x 11" sheets. Together they give full descriptive information on all Weatherbest shingles, stains and related products. They also provide detailed shingle specifications, ready-reference coverage charts, and step-by-step instructions for various types of sidewall construction.

Built-Up Roof Booklet

Those concerned with roof maintenance will find "Solving Roof Problems," an attractive 32 page brochure released by The Tremco Manufacturing Company, to be an absorbing and authoritative discussion of the matter.

Illustrated by photographs, drawings

(Continued on Page 30)

TARZAN

Patented. No. 2299480



HELPS YOU MEET COMPETITION

Tarzan, the finest roofer's mop, costs you less than "rolling your own" . . . you can now have the best and actually save time, effort and money!

Tarzan Is Designed for Faster, More Profitable Roofing

You can order a limited supply of Tarzan permanent handles, and slip on a new head in a few seconds right on the job. You're never without a good mop and you save time and labor costs.

Tarzan mops are made to your specifications. WRITE TODAY for prices, samples and illustrated folder.

Founded in 1900
**American Associated
Companies**
P. O. Box 4056
Atlanta 2, Ga.

INSULATION MANAGER \$5,000.00

- \$5,000 a year guarantee, to start, to the man who qualifies as manager of our home insulation division.
- You will understand our present manager, preparatory to taking over his job. . . . He is being promoted. Our company is widely advertised through television, radio, newspapers, etc. . . . is the largest of its kind South, and is located in the largest city South. We lead our field not only in the insulation line but in the six other divisions of the company. We have our own credit department.
- If you do not seek permanence and security, please do not answer this ad. Our prime requisites are sincerity, loyalty and willingness to work.
- Reply in your own handwriting, giving your experience, qualifications, age, marital status and phone number, etc.
- **Box No. 255, American Roofer
425 Fourth Ave., New York 16, N.Y.**

Yours for the Asking

See Page 32

Kinks and Short Cuts

Inner Tube Connected to Downspout Provides Flexible Extension

Instead of allowing water from the downspout to collect in pools at the corner of the house, one homeowner uses a flexible extension made from lengths of inner tube to divert the water where desired. In this way, the water can be piped to the flower garden or it can be directed to a particular shrub or



hedge that is in need of extra watering. The connector to the downspout and the couplings for joining the lengths of inner tube are made from tin cans. After both ends of the cans have been removed, the cans are inserted in the ends of the inner-tube sections. The portion of the inner tube around each can is wrapped tightly with strong cord to keep the can from slipping out.—Gordon Wilson, Myrtle Station, Ont., Can.

—Popular Mechanics

Small Business

(Continued from Page 11)

themselves take the initiative in selling their products, not only to military contracting officers, but also to the military prime contractors who assemble finished products from subcontracted parts and components.



Books

Building Insulation. by Paul D. Close. B.S. 3rd Edition—Revised and Enlarged, contains 372 pages, 181 illustrations, 85 tables, is fully indexed, durably and handsomely bound in washable cloth to give the utmost in service. It is priced at \$4.50.

In this new edition an effort has been made to cover the subject in such a manner that it will be useful and of practical value to the architect or engineer, to the manufacturer, to the dealer, and to the consumer who may be contemplating the construction of a new house or the remodeling of an old one. The book has been brought up to date in all details.

Sheet Metal Work. by William Nuebecker. 360 Pages, 430 illustrations, \$3.00. A generously illustrated manual of practical self-instruction in pattern drafting and construction work. It includes chapters on tools, methods of obtaining patterns, workshop problems, problems for light gauge metal, coppersmith's problems, problems for heavy metal, skylights, roofing, cornice work and patterns for forced-air fittings.

Asphalt and Allied Substances. by Herbert Abraham. 1,515 Pages, \$22.00 for New Edition. A key to virtually all available knowledge on asphalts, tars and pitches. The volume has 333 illustrations, 122 tables and charts, 12,000 references and 9,000 patent citations. Included are sections on prepared roofing-asphalt shingles, built-up roofing and waterproofing.

Skylight and Room Tables. by H. Collier Smith. 134 Pages, \$1.50. This is a time-saving reference book, giving the true lengths of all bars for skylights and roof rafters of standard pitches. The author is a practical skylight man.

How to Estimate for the Building Trades. by Townsend-Dalzell-McKinney. \$5.50. 633 pages. 318 illustrations, 44 tables. A complete and practical book on the estimating of materials and labor, plus the actual practices of the various trades in handling construction details. For the estimator, contractor or builder who does not have bulging files of cost data, this book will prove to be indispensable.

Roofing Facts Worth Knowing. by G. W. Owen. \$1.00. An illustrated booklet of interest to roofers and their customers. Contains many valuable items of information including history and importance of roofing, built-up roofing, flashing information, factors affecting the choice of a roof, roof maintenance and many others. This booklet can be used as a selling aid for your salesmen.

My Hardest Sale is an account of twenty difficult sales that were closed through clever, unusual stunts. Every salesman selling roofing, siding and allied products can get hundreds of dollars worth of ideas out of this brochure. It costs only \$2.00 each, or \$1.50 for 10 or more. Put this live, practical 22-page book into the hands of everyone of your men.

Cash only—List the books you want, attach to check for the proper amount, and mail to . . .

BOOK DEPARTMENT

AMERICAN ROOFER
425 Fourth Ave., New York 16, N. Y.

Goodwill Sells

(Continued from Page 24)

they'll subconsciously resent and distrust workmen who are sloppy or careless.

That unconscious resentment can do you a lot of damage. Take a cue from some of the industrial giants who value goodwill so highly they'll spend millions to promote their own name. All during the war years, for instance, automobile manufacturers advertised consistently even though they couldn't begin to meet customer demand. Notice the full page advertisements bought by the telephone companies, which aren't designed to sell service but simply to impress readers with the courteous reception they invariably receive from the local telephone office.

Now, it may be true that there's no point in roofing contractors spending large sums for advertising. But certainly the contractor owes it to his industry to devote at least a little effort toward future prosperity.

Travelling Billboard

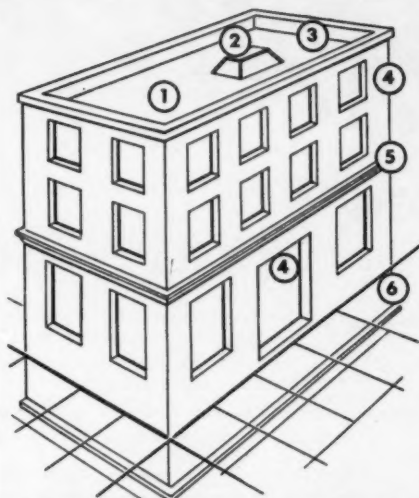
Every one of your trucks is actually a traveling billboard. It can be a force for considerable good, or a business detriment. Your truck drivers come in contact with more people during the course of a day than anybody else in the firm — not excepting solicitors. Have you ever thought to inquire about how they conduct themselves?

Appearance Important

In this connection, it should certainly be mentioned that the appearance of your rolling stock is just as important as how it's handled. There's also a psychological advantage—a driver naturally takes more pride in equipment which nobody need be ashamed of. People expect a junk dealer to have a dirty looking truck. If you build up a reputation as a junk dealer, don't cry about the business which others are taking away from you.

Neatness and fresh paint cost money, of course. Yet there's hardly a business in the country today where the owner doesn't expect to put out a certain percentage of his gross solely for the purpose of building up public confidence. Is there any good reason why the roofing contractor should be an exception?

All Through The Building



PROFIT
OPPORTUNITIES
with
KARNAK
Roofing and
Waterproofing
FABRIC

1. Roof patching
2. Skylight flashing
3. Parapet flashing
4. Window and Door flashing
5. Cornice flashing
6. Foundation waterproofing

KARNAK means PROFITS

KARNAK is the packaged membrane fabric that's thrifty. There's no waste . . . use it down to the last inch. Easy to handle, easy to store, always stays in perfect condition.

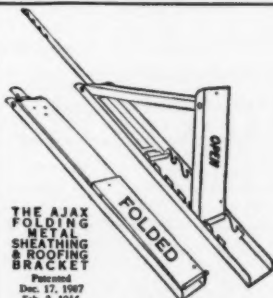
KARNAK reduces labor costs, too. Unrolls smoothly in all weather. It's easier, faster to apply.

There is a KARNAK asphalt product for every need, to meet every specification.



Write TODAY for Illustrated Specifications Book!

LEWIS ASPHALT ENGINEERING CO.
30 Church St., New York, N. Y.
Manufacturers of Asphalt Specialties for 25 Years



THE AJAX
FOLDING
METAL
SHEATHING
& ROOFING
BRACKET
Patented
Dec. 17, 1947
Feb. 2, 1948
Apr. 21, 1953
Aug. 9, 1952

AJAX No. 1

AJAX Roofing Brackets
MAN-size — Superefficient
ALL STEEL — Unbreakable

AJAX Building Bracket Co.
1551 Rydal Mount Rd.
Cleveland Heights 8, Ohio

SPRAYED

INSULATION

SprayKote



ACOUSTICAL CORRECTION

SprayKote has an extremely high coefficient of sound absorption. This makes it ideal for interior insulation in churches, auditoriums, offices, restaurants and theatres.



CONDENSATION CONTROL

Condensation is effectively controlled by SprayKote, opening a tremendous industrial and home market.



FIREPROOFING

SprayKote is ideal thermal insulation. Sprayed from a gun directly on any surface it forms a uniform coating, eliminates the dust usually present during application, and is water-repellent, wind-tight and fireproof.



INSULATION

Since it can be applied on ANY surface, EVERY building is a prospect for SprayKote. Large volume, big profits, thousands of prospects. . . Write today!

WRITE
for
DETAILS

SPRAYED INSULATION, INC.

56-58 CRITTENDEN ST.

NEWARK 4, N. J.

"It's worth \$200 but cost \$2"

"Best stuff for salesmen I ever saw"

"Helped us in selling"

These are just a few comments from contractors about

My Hardest Sale

A file size brochure containing twenty authentic, practical stories from roofing and siding salesmen of their actual closings.

For Salesmen Who Want to Make More Money

This brochure should be studied by every salesman in the roofing, siding and insulation industry. It is a gold mine of practical sales experiences. Straight from the shoulder, it makes interesting reading and gives money-making information. Each \$2.00—10 or more, \$1.50 each.

Easy Order Coupon

AMERICAN ROOFER & SIDING CONTRACTOR
425 Fourth Avenue, New York 16, N. Y.

Send me at once..... copies of "My Hardest Sale." I enclose

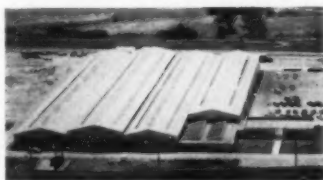
check....., money order..... (or bill me).....

Firm..... Name.....

Address.....

New Aluminum Foil Plant Goes Up In Tennessee

A new contribution to the aluminum industry of this country has been completed and is now in operation at Jackson, Tennessee. The plant, owned by Aluminum Foils, Inc., was designed by engineers of the Swiss Aluminum Company, Ltd., and the machinery built to their specifications in American factories. It is believed to be the most modernly equipped aluminum foil plant yet erected and is expected to offer a valuable new source of supply to the foil-consuming industry of the United States.



New aluminum foil plant in Jackson, Tennessee is believed to be the most modernly equipped aluminum foil plant recently erected in the United States.

Aluminum Foils, Inc. is substantially owned by the Swiss Aluminum Company of Lausanne and Neuhausen, Switzerland who through their sales of ingot during the past thirty years need no introduction to the aluminum industry here. Mr. W. S. Hamnett is President of Aluminum Foils, Inc. and has represented the Swiss company in America over the past several decades. Mr. Elmer W. Lonsdale, who has been associated with the aluminum industry for over 25 years heads up the sales department.

What's New

(Continued from Page 27)

and diagrams, "Solving Roof Problems" thoroughly explores such subjects as the various types of roofs, how they are built, what factors enter into their deterioration, how roof troubles can be diagnosed and treated.

"Solving Roof Problems" is based on information supplied by the Tremco laboratory, and on actual field experience of Tremco representatives. For easy reference, the booklet is divided

into 15 sections and provides a table of contents. Typical headings indicating its scope are "Laying the Built-Up Roof," "Diagnosing Roof Conditions," "Repair of Copings and Parapets," "Area Treatment of Roofs."

Older Homes Need Repairs, Improvements

Estimates from government sources indicate that 54 per cent of the more than 42,000,000 homes in the United States—or nearly 23,000,000—are more than 30 years old. Many of these have had little if any work done to them since they were built and are in need of repairs or improvements such as new heating plants, floors, windows, siding and asphalt roofs.

This need is one of the factors which spells out a banner year for home modernization. Not since the beginning of the postwar building boom have either mechanics or materials been available for any appreciable volume of repair and remodeling work, but now owners of older houses have the opportunity to undertake modernization and repairs. Further, government regulations restricting home construction are causing a substantial rise in real estate values in all parts of the country.

Flood of Orders

Building contractors say that a flood of orders for home modernization and repairs indicates an awareness on the part of owners that such improvements will enhance the value of their investments.

With the demand for new housing still far from satisfied in most areas, the remodeling program also is certain to include a substantial amount of conversions of the large, older homes into multiple dwelling units.

Dealers in building materials, like the contractors, are ready for an early start on the huge backlog of home repair, re-roofing and remodeling jobs. They have been building up inventories of insulation material, asphalt roofing, siding, wallboard and other supplies.

Man-Handling Materials

When you handle rough or sharp materials, wear leather gloves to protect yourself from cuts and scratches. Keep them in good condition. And don't fool yourself by wearing gloves with holes or tears in them.

The Kettle with Flash-Proof Flues

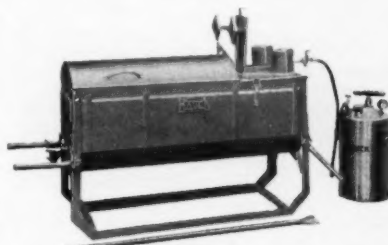
SPEED-MASTER

Gives You More "Hot Stuff" Faster— For Half the Fuel



Trailer Kettle on Pneumatic Tires (above);
Solid Rubber or Steel Wheels—
in 55, 80, 115 and 165 gals.

The Hauck "Speed-Master"—the acknowledged leader in kettle design and performance—doubles your output, cuts fuel, labor, melting and cleaning time in half. Investigate these outstanding kettle features.



Skid Type Kettle—in 40, 55, 80, 115
and 165 gals. capacity.

- ✓ Internal Tube Heating for faster melting and easier cleaning.
- ✓ Improved Well Type Burner for horizontal firing and close flame control.
- ✓ Flash-Proof Flues—double walled to prevent "run-away" temperature and reduce flashing.
- ✓ All Insulated Kettle for comfortable operation.
- ✓ Quick-Delivery Cock for faster draw-off.
- ✓ Other Hauck Features — arched cover; protection for burner and flues; fully equipped fuel tank; full-length steel chassis; semi-elliptical springs on trailer kettles; etc.

HAUCK MANUFACTURING CO.

103-113 Tenth Street

Brooklyn 15, N. Y.

HURRICANE PROOF ROOFS

MINERAL RUBBER
RUBERTITE

Specifications



Over wood deck, 2 15-lb. felts are laid dry. Metal lath is laid over the felt, and fastened on 16" or 24" centers through sheathing to joists or rafters; with 2" nails every 8" and with short staples all over the deck. The metal lath is covered with two applications of RUBERTITE, to an overflow. Complete penetration and bondage takes place between the top and lower plies of felt. The first ply does not stick to the sheathing. Light weight vermiculite for top dressing adds to insulation and fireproofing. For A Life Time Roof, write to Cold Process Roofing Products, 7230 N.E. Miami Court, Miami 38, Fla.



The Free BOOKLETS offered here represent the most expert knowledge available in each specialized field. USE THE COUPON BELOW to secure the booklets you want—and please PRINT your name and address clearly.

SPRAYED INSULATION . . . Thousands of new types of insulation jobs are open to you with this new kind of insulation which you spray on. Since it can be applied to any surface, every building is a prospect. Brand new field: complete details if you check 1.

MIDGET LOUVERS . . . Made of aluminum small, clean, neat. For literature and prices on this easy installed item, check 2.

CAULK IT UP . . . with this perfect sealing compound which comes in many colors. Information and free gun offer, check 3.

SUPER-LIGHT LADDERS . . . A famous company now puts out magnesium ladders which combine maximum strength and durability with labor-saving lightness. Mechanical assembly eliminates fillet welding. Automatic spring-type locks. In single, step and extension ladders. For Bulletin L-70, sent free, check 4.

SUPERIOR KETTLES . . . Let us send you the seven added features which make these heating kettles the best in the business. Available on skids, steel wheels, hard rubber tires and pneumatic tired automotive type wheels. . . 5.

ALUMINUM AWNING . . . kit that sells on sight. This packaged aluminum awning is a made to order deal for home and industry. Now in four gorgeous colors! Name of nearest jobber sent if you check 6.

ROOFING KETTLE . . . No hocks or tools needed to raise entire internal tube heating system out of kettle for easy cleaning. For literature about many more features, check 7.

SNOW GUARDS . . . for many types of roofs. Standard for fifty years. Details and complete roofers wholesale prices available, check 8.

RE-ROOFING SHINGLE . . . applied right over old shingles quickly and at low cost. For literature check 9.

PATENTED ROOFING KNIFE . . . The 2-pointed steel blade gives double value, two blades for the price of one. New blade easily inserted. Prices, check 10.

ROOF MAINTENANCE . . . The roof is actually shielded with this liquid asphalt material and flexible glass-fiber-mesh which blankets, seals and waterproofs the roof, adheres permanently. Details, 11.

ROOFERS MOP YARN . . . Many grades and types. Samples and prices sent at once if you check 12.

ROOFING, SIDING & BUILDING . . . Specialties Manual. Sixth Year. 1951 Edition just out has all the data you're used to seeing in these standard reference books of the trade, plus lots of new information about products you can add, like combination windows, overhead garage doors, kitchen tile, and many more. \$3.00. On approval if you check 13.

MOP HEAD AND STAPLE . . . and many other roofing accessories. For information check 14.

ROOFERS TOOLS . . . Can't get it anywhere else? Then try here. For lists and prices, check 15.

ROOFING KNIVES . . . Keen, rigid blades driven into custom built handles that provide just the right grip. Prices, details, check 16.

ROCK WOOL SALES . . . will increase rapidly if you tie in with this progressive 1951 program. The company will help you in every basic way if you want to get in on a great sales deal. For complete details check 17.

FELT-LAYING MACHINE . . . At last, a machine that automatically does the job of laying felt on a built-up roof. Three men do the work of five. For information, see details, check 18.

CAULKING COMPOUND . . . Easily applied with a pressure gun, comes in a variety of colors. For more information on this fuel-saver check 19.

SNOW GUARDS . . . for all types of steep roofs; Spanish tile, Roman tile, Mission tile and other tiles; also for metal or composition roofs. Catalog 8d-2 sent free if you check 20.

BRAND NEW INSULATING SIDING . . . in red blend, buff blend, moss blend, featuring an all new shadow line. Made for profitable selling. For samples and free information check 21.

NEW MAGAZINE . . . Contractors have a chance to get the inside information in a rapidly developing field: "Building Specialties" monthly, tells all about storm-screen combo windows, overhead garage doors and many others. \$3.00 year. Samples free if you check 22.

BRACKETS . . . That help you two ways. As offset ladder rails from sidewalls, etc. In pairs, as a scaffold support. Info, 23.

STONE SIDING . . . Stone simulated perfectly with this new siding material that makes it possible to train your men in only two days to apply today's most inexpensive system of duplicating stone. Franchises open, check 24.

ZINC CORNER STRIP . . . Improved appearance at corners and along window and door frames on siding jobs with this metal siding strips. For complete details check 25.

MAN-SIZE . . . all steel, unbreakable roofing bracket, patented folding. Check 26.

MAIL THIS COUPON

AMERICAN ROOFER and Siding Contractor
425 Fourth Avenue, New York 16, N. Y.

April, 1951

I would like literature or information on the following:

1 <input type="checkbox"/>	8 <input type="checkbox"/>	15 <input type="checkbox"/>	22 <input type="checkbox"/>	29 <input type="checkbox"/>	36 <input type="checkbox"/>
2 <input type="checkbox"/>	9 <input type="checkbox"/>	16 <input type="checkbox"/>	23 <input type="checkbox"/>	30 <input type="checkbox"/>	37 <input type="checkbox"/>
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7 <input type="checkbox"/>	14 <input type="checkbox"/>	21 <input type="checkbox"/>	28 <input type="checkbox"/>	35 <input type="checkbox"/>	

If you want American Roofer, 12 months for \$3.00, check here ☐

Name Position

Company

Address

City State

CORK ROOF INSULATION . . . has greater structural strength, high insulating value, light weight, for free manual check 27.

BITUSTATIC CEMENT . . . and many other roofing products, for details check 28.

CORKBOARD INSULATION . . . This steam-baked insulation meets Federal Specifications. It is equal to the best board made in quality, altho it is lower in price. Heavy carton protects against breakage in transit. Full details, check 29.

MEMBRANE FABRIC . . . and asphalt products, for roofing, waterproofing, insulation, damp-proofing, flooring, and many other roofing products, by a quality house at reasonable prices. Check 30.

NEW KETTLES . . . A scientifically designed up-to-the-minute modern kettle that cuts fuel bills and produces the flow of hot materials in 1/2 the time formerly required. By a firm that has the "know-how" of 40 years. Check 31.

NEWEST ASBESTOS SIDING . . . with its exclusive china-like glaze in a choice of colors, this asbestos siding makes every frame-house owner a prospect. For full information about this great seller check 32.

ASBESTOS ROOFING SHINGLES . . . made of asbestos and cement, these shingles are fire-proof, rotproof, time and weather resisting. For full information about No. 5 shingles check 33.

FINEST ROOFER'S MOP . . . costs less than "rolling your own." Order a limited supply of handles and slip on a new head in a matter of seconds, right on the job. Illustrated folder, free, check 34.

COLD PROCESS . . . roofing, cheaper, better, longer-lasting. New method is superior to any others, does many jobs in one, easily applied. Complete details if you check 35.

OPERATION MOTHBALLS . . . You can cover an entire building, inside and out, with this material. It forms a continuous seal, permanently closing vulnerable spots and forming its own flashing. Complete booklet, free, 36.

ROOFING HOISTS . . . also scaffold brackets, ladder jacks. For information on these trouble savers, and catalog M, just check 37.

SPRAYING EQUIPMENT . . . It's easier and safer to spray roof coatings from original drums, with this light, 5 foot spray head and light flexible hose. Eliminates carrying of materials by hand. For complete information check 38.

BETTER SIDING . . . at a better price. This siding won nation-wide approval during World War II defense housing crises. During this mobilization period it continues to prove its worth. Check 38.

(More Helps on Page 34)

Easier and Safer to *SPRAY* Roof Coatings FROM ORIGINAL DRUMS



Actual photo of Alemite "Versatal" Pump spraying a fibrated roof coating at over 30 squares per hour.



EASY...because with Alemite Versatal Equipment, the roofer uses a light 5-foot spray head and light flexible hose. This eliminates carrying of materials by hand. Insures a better roofing job, too! Compounds are more uniformly distributed with easier control of thickness.

SAFE...no burns possible if you spray cold applications with Versatal Equipment. No buckets or drums to hoist to the roof. Compressor and drums remain on the ground. You can pump

direct to the point of application through as much as 300 ft. of hose. **"BARREL-TO-ROOF"**...you pump from the original drum most fibrated and non-fibrated coatings that seek their own level in the container. Contractors report application costs of as low as 10c a square. Spraying is the modern way to apply roofing.

For complete information, call the nearest Alemite distributor, or write Alemite, Dept. A-41, 1830 Diversey Parkway, Chicago 14, Illinois.



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from reading **AMERICAN ROOFER & SIDING CONTRACTOR**! You can, too, for the small subscription price of \$3.00 per year. **AMERICAN ROOFER** has all the news of the trade, new methods of application, new ideas of selling, and other subjects the roofing contractor should be familiar with. Use the coupon today!

AMERICAN ROOFER & Siding Contractor

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☐ Enclosed is a check or ☐ money order.

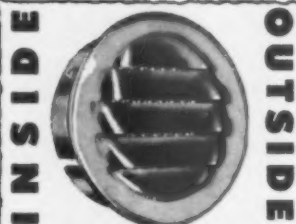
My Name

Position

Company

Address

City..... State.....



on ALL sidewalls
install

"MIDGET" LOUVERS

... for efficient ventilation
... easy installation
... extra profits

Prevent condensation and moisture blistering by using "Midget" Louvers on flatroofs, eaves and soffits, unexcavated areas, gables, etc. The new "LD" series "Midget" Louvers are especially designed for interior installations—and on the exterior in places where structural characteristics shield the louver from the elements.

All "Midget" Louvers are made entirely of rust-proof aluminum in 5 convenient diameters and are easily installed by drilling a hole of proper diameter and tapping gently into place. "Midget" Louvers also have built-in screens to keep out insects.

the MIDGET LOUVER Co.
8 WALL STREET • NORWALK, CONN.

INSULATION CORKBOARD

STEAM-BAKED—Meets
Federal Specs. #HHC-561B

Our CORK INSULATION offers
you **SAVINGS** and top **QUALITY**.

It is equal to the best board made.

Heavy cartons protect against
breakage in transit.

For

SAVINGS

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RECTOR MINERAL TRADING CORP.
16 E. 43 St. N. Y. 17, N. Y.

Phone: MU 2-7912

Factories in Spain and Portugal

Rector Insulations

Using SES for Labor

(Continued from Page 13)

personnel problems, the Employment Service can help businessmen solve many types of employment problems. Specifically, the Service can:

1. Determine the basic requirements of particular jobs and locate workers who have the necessary qualifications.

2. Select workers according to their best qualifications through the use of improved interviewing and testing techniques.

3. Analyze and reduce personnel turn-over problems of a business, thereby increasing its production.

4. Plan personnel expansions for a business and obtain the needed kinds of workers.

5. Locate applicants with specialized skills in other communities if they are not available locally.

6. Set up various personnel records for a business.

7. Utilize veterans' skills in civilian occupations.

8. Determine, for use in locating new businesses or new branches of businesses, areas which have a plentiful supply of needed workers and other desirable community facilities.

Yours For the Asking (See pages 32 and 33 for other "Helps")

IMPROVED ROOFING MEMBRANE . . . Economy, long life, ease of application with this thoroughly tested roofing membrane made from topmill burlap completely saturated and rotproofed. Check 40.

PREMOLDED CALKING . . . is the labor saving short cut to weather-tight corrugated roofing and siding. Corrugated calking strips are preformed of compositions of rubber or asphalt to fit all standard sheet metal corrugations. Easily and quickly installed as sheets are laid. Bulletin 501, free, check 41.

ROOFING YARN . . . All types, several grades, cut lengths, and roofing mops complete with handles of top quality at reasonable prices ready for immediate shipment. Info, check 42.

COTTON INSULATION . . . all ready for you to go to work. Mr. Contractor, to fulfill the defense housing needs and to take up the slack when Mr. Public's purchasing power cannot be spent on defense-short materials. New franchise waiting for you. Check 43.

"COLD" ADHESIVES ends hot mop hazards and gives longer, better service, does the job in less time with fewer workmen and eliminates heavy and cumbersome equipment. A wonderful waterproofing. Get in on the ground floor with this new product by checking 44.

FIREPROOF ROOFING . . . This is the shingle which has passed the most difficult fire rating tests yet applied to asphalt shingles—with flying colors. In many shades and blends. You'll want to find out all about it, so won't you check 45?

MAIL THIS COUPON

AMERICAN ROOFER and Siding Contractor

425 Fourth Avenue, New York 16, N. Y.

April, 1951

I would like literature or information on the following:

40 ☐ 41 ☐ 42 ☐ 43 ☐ 44 ☐ 45 ☐

If you want American Roofer, 12 months for \$3.00, check here ☐

Name Position

Company

Address

City State

Single Promotional Booklet Brings Roofer Business For Years

By MRS. T. A. JONES, Jr.

One very effective merchandising idea has been the only advertisement the Ellis Roofing Co., located at 916 DeKalb Ave., N.E., Atlanta, has used for years. And it continues to bring this firm all the business it can handle. The advertisement is in the form of a small booklet, which this company hands out, or mails on request. With its motto, "Investigate before you invest," this roofing firm has made it an easy procedure for prospective customers with this popular booklet.

R. P. Ellis, owner of the firm, which was established in 1934, originated the idea for the booklet some years ago. It is an attractive book, approximately 3"x6", 51 pages, containing some 600 street addresses of Atlanta customers who have had the Ellis Roofing Co., install new roofs for their homes. Inserted throughout the pages are paragraphs expressing the company's policies and giving facts about its products.

Regarding the booklet and the reason for its publication, Mr. Ellis explained—"We realize a great many home owners have never bought a roof and by talking to a number of salesmen the owner becomes more confused, while by talking to those who have a satisfactory roof, they can secure more valuable information as to material, workmanship and service than from any salesman. With this thought in view we show our confidence in our work by suggesting that prospective patrons do themselves justice and investigate before they invest."

KETTLE PROBLEMS

A Special Article

Watch For It!

there's a CALBAR product for every caulking job . . . and

CALBAR DOES IT BETTER!

CALBAR Pressure Guns

For caulking, pointing, glazing and dozens of other jobs, a CALBAR gun is the finest produced. A complete line of sizes, including a large assortment of detachable nozzle styles.



CALBAR "Caulk-o-Seal" Caulking Compound

It's "elasticized" . . . non-hardening, non-staining, and adheres to ANY surface. Available in natural, brilliant white, aluminum and colors.



BULK CANS HAND-LOAD CARTRIDGES



Write for name of your nearest distributor

CALBAR PAINT & VARNISH CO.

MANUFACTURERS OF TECHNICAL PRODUCTS

2612-26 N. Martha Street • Philadelphia 25, Pennsylvania

Here is the handiest, easiest-to-use, spottest offset ladder bracket you've ever seen. It will save you time, labor and money; it's safer!

Helps You 2 Ways!

STEADFAST LADDER & SCAFFOLD BRACKET

Helps You 2 Ways:

1. Offset ladder rolls from sidewalks, gutters, cornices, etc.
2. In pairs they make an easily assembled scaffold support.

Over 4,000 In Use

Order from distributor or direct. Write for folder. Money back if not satisfied.

Distributors: Territories Open!

WRITE FOR LITERATURE



STEADFAST EQUIPMENT CO. 878 Franklin Ave., Thornwood, N. Y.

Make Your Work Easier
WITH THESE

MAGNESIUM LADDERS

LIGHT • STRONG • Safe

Single Ladders provide labor-saving lightness that combines maximum strength and durability. Rungs are $1\frac{1}{4}$ " x 1" half round. Mechanical assembly eliminates fillet welding. Semi-channelled side rails are available in nine sizes from 4' to 20'. No soft aluminum rivets are used. Extension Ladders are made with semi-channelled side rails with continuous interlocking slide action the entire length of each section. Easier to handle, these ladders eliminate many accident hazards. Automatic spring type locks. Sizes: 16' to 40'. $1\frac{1}{4}$ " x 1" rungs designed to carry heavy loads.

SUPERLIGHT Step Ladders weigh less than wood step ladders—approximately two pounds per foot. Such lightness means real convenience and easy handling. Properly designed for safety and lasting service. Extra strong steps with skid-resistant treads. Sizes: 3', 4, 5, 6, 8, 10'.

WRITE FOR BULLETIN L-70

Manufacturers of: **GOLD MEDAL Tubelox Steel Scaffolding**—**Safety Scaffolding Machines**—**Junior Safety Swinging Scaffolds**—**Steel Side-walk Bridges**—**Ladders**, **Light Ladders** • **"TROUBLE SAVER" Sectional Steel Scaffolds**—**Steel Scaffold Brackets**—**Adjustable Trestles**.



For Greater Safety . . . Efficiency . . . Economy

THE PATENT SCAFFOLDING CO., Inc.

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BRANCH OFFICES: Atlanta • Boston • Chicago • Cleveland • Dallas • Detroit • Kansas City, Mo. • Los Angeles • Miami • Milwaukee • Philadelphia • Pittsburgh • San Francisco • St. Louis • Seattle

Retractable Hook Point ROOFERS' KNIVES

The only knife on the market with a retractable hook point. Carry it safely in your pocket. Interchangeable, reversible blades save money. Stores extra blades in the handle.

★ ★ ★

AXES

Heavy drop forged axe with eye almost double ordinary axe. Handle lasts much longer.

★ ★ ★

6' ALUMINUM MOP HANDLE

Unbreakable. Will not burn. Light weight. Outlasts wood many times.

★ ★ ★

ROOF SCRAPERS

"Fitrite" — Double edge reversible blades. $3\frac{1}{2}$ —6—7-in. sizes.

"Rival" — Single edge removable blades. $3\frac{1}{2}$ —7—14-in. sizes.

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PORTABLE ELECTRIC SAW GUN

MOPS and MOP YARN

LADDER & ROOF BRACKETS

ADJUSTABLE PIPE SNOW GUARDS



"PROTECTOR"



For Residential
Type Buildings

2 PIPES $\frac{1}{2}$ " IPS
Installed on old
roofs without re-
moving slate. Ideal
for small homes.

"FITRITE"



3-Pipe

3 PIPES $\frac{3}{4}$ " IPS
For large slate
roofs, Spanish Tile,
corrugated and
other steep roofs.

Write Dept. "R" for catalogues and prices. To protect trade please use your printed stationery.

DAVID LEVOW 308 WEST 20 ST.
NEW YORK
TELEPHONE CHEN 5-1 2400-2401

HHFA Issues New Pamphlet On "Housing Controls"

A pamphlet, "Facts About Housing Credit Controls—1 through 4-Family Residences," has been prepared and issued by the Housing and Home Finance Agency and is available to the public. The pamphlet contains detailed information on the existing credit controls on housing.

The controls were issued to reduce serious inflationary pressures and to cut back homebuilding to a level which can be met with the materials and labor available in keeping with defense requirements. The Federal Reserve Board administers the controls as they apply to loans for non-Government aided housing, while the restrictions loans for Government-aided housing are handled by the Federal Housing Administration, the Veterans Administration, and the Department of Agriculture.

Explains Regulations

In addition to an explanation of the regulations, the pamphlet includes tables which show the maximum loan value and the minimum cash down payment requirements for housing in different price classes. Also listed are the exemptions and exceptions from the regulations.

Single copies of the pamphlet may be obtained without charge from the Housing and Home Finance Agency, Washington 25, D. C. Copies may also be obtained from the Superintendent of Documents, Washington 25, D. C., for 5 cents each, with discounts on quantity orders.

Asphalt-Aluminum Roof Paints Now Promoted By Company

A co-operative program to promote the increased use of asphalt-aluminum roof paints and coatings has been announced by I. P. Macauley, vice president and manager, Pigment Division, Reynolds Metals Company, New York City. Paint manufacturers and producers of roof coatings are being enlisted in a campaign aimed at bringing to farmers as well as owners of homes and commercial and industrial buildings

the advantages of asphalt-aluminum roof coatings and how to identify formulations approved for such applications.

Key to the program is the use of a special identifying warranty label which will be included on containers bearing properly formulated coatings. This is important to the user as one of his problems has been to know when he was getting a quality coating. To make sure that he is obtaining a material that will give him the life he has a right to expect, not just a glitter that will wash off with the first rain, the co-operative program developed by Reynolds features this special identifying label.

Reynolds as well as manufacturers of roof paints and coatings are embarking on a wide scale program to explain this identifying warranty label to the farmer whose 40 million buildings offer the most important outlet for these products.

Superior Qualities

A roof paint or coating that properly combines asphalt and aluminum has weathering qualities that make it superior for one-coat application for any galvanized iron or composition roof. The aluminum flakes "leaf" on the drying asphalt, forming a firm metallic shield which not only seals out moisture but also reflects the damaging actinic rays of the sun. This assures many extra years of life for the asphalt coating by keeping it "young" and resilient.

Also this reflection turns back the heat rays of the sun, reducing under-roof temperatures in hot weather, thereby permitting increased egg production for poultrymen and better milk yield for dairymen.

Back Program

Preliminary reaction from leading manufacturers in the paint and coating industry indicates that they will back this program to the hilt. The industry has long needed some method of selling quality coatings and this promotion of the Special Warranty Label offers a valuable means of tying into the increased demand for roof coatings being built up by Reynolds national advertising. Not only that, but it offers paint and coating manufacturers an opportunity to get aboard the bandwagon by advertising their products and their use of the warranty label.

Now "Operations Mothball" Is Available to You

Cocoon

A Protective Coating for Roofs and Walls



A new Cocoon roof being applied over fiberboard decking, with decking joints reinforced with spun glass.

Cocoon forms a continuous seal, completely closing vulnerable spots and forming its own flashing.



The material that protected B-29's and the "Mothball Fleet" without a single failure is now available for civilian use. Cocoon forms a True Plastic, Anti-corrosive Continuous Seal over

ROOFS AND WALLS

You can cover an entire building, inside and out, with Cocoon.

It is a long-lasting, water-resistant continuous seal that fills and completely obliterates cracks, expands and contracts with the structure, remaining flexible and non-tacky at temperatures from sub-zero to 180. Can be painted or lacquered. Has inherent sound deadening qualities.

Applied with ordinary spray gun equipment, Cocoon molds itself around any materials into a tough, non-porous, impermeable coating. It forms one continuous seal without beginning or ending.

Write for New Booklet

PROTECTIVE COATINGS, INC.

Nationwide Sales Agents

807 N. Fremont Avenue

P. O. Box 2578

Tampa 6, Fla.

TO SUBSCRIBERS DESIRING CHANGE OF ADDRESS

Please report change of address direct to AMERICAN ROOFER & SIDING CONTRACTOR, 425 Fourth Ave., New York 16, N. Y., allowing FIVE WEEKS before change is to take effect. (Be sure to send your old address together with new address.) Copies that have been mailed to an old address will not be forwarded by the Post Office unless extra postage is sent to the P. O. by the subscriber. Avoid such expense and make sure of getting your copies promptly by notifying this publication FIVE WEEKS IN ADVANCE.

PREMOLDED CALKING



is the labor saving short cut to weather-tight corrugated roofing and siding. Fabco Corrugated Calking Strips are preformed of compositions of rubber or asphalt to fit all standard sheet metal corrugations. Easily and quickly installed as sheets are laid. Placed between aluminum sheets and steel members, they insulate against galvanic corrosion. For full information and diagrams of typical corrugated construction assemblies, write for Bulletin 501—TODAY!

FABRICATED PRODUCTS CO.
West Newton, Pa.

ROOFING YARN

ALL TYPES—Several Grades



Cut Lengths
(As illustrated)

Roofing MOPS
(Complete with handles)

TOP QUALITY

Reasonable
Prices

Immediate
Shipment

WRITE TO
JOHNSON PRODUCTS CO.

MEMPHIS, TENN.

Manufacturers of Nationally
Known JOHNSON Brooms & Mops

CONNERY'S ROOFING KETTLES



Connery, one of the oldest manufacturers, offer modern oil burning kettles of superior design for heating tar, pitch and bituminous material.



Write for catalog showing our full line of bottom fired and tube heating kettles, buckets, dippers, etc.

**CONNERY
CONSTRUCTION CO.**

2nd & Luzerne Sts.
PHILADELPHIA 40, PA.

BLS TO Make Important Studies Under HHFA Housing Research Plan

Ways of determining the volume of residential conversions and demolitions, and the effect on homebuilding of the increased scale of building operations in post-war years are two important areas in the field of housing to be explored and studied by the Bureau of Labor Statistics under the HHFA housing research program. These two studies were developed under the supervision of Dr. Richard U. Ratcliff, Director of the Housing Research Division, as part of the program for increased and sustained production of more adequate housing at lower costs.

"Lack of specific facts about changes in the housing supply caused by conversions and demolitions has been a serious gap in available housing information," Mr. Foley explained. "A lack of accurate information on the average size of builders in terms of the number of dwellings started also exists.

Conversions and Demolitions

In the study of conversions and demolitions, information available through various types of permits required by local codes and regulations, and records of utilities, fire, health, and taxation bodies in several different localities will be studied with subsequent field surveys to test the completeness of such records. Techniques of general applicability will be developed from the study and a basis established from which national estimates may be projected. Dependable information in this area is important to appraisals of the housing market, both nationally and locally, and it will be of particular value to governmental agencies, civic and trade groups, operative builders, material suppliers, real estate firms and planning agencies.



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Everything for Roofing and
Waterproofing

CAULKING COMPOUND
ALUMINUM PAINT
BITUSTATIC CEMENT
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COPPER—GALV. IRON

Insist on Genuine Durex Products

METROPOLITAN
ROOFING SUPPLIES CO., INC.
286 East 137th St., New York City

Here's A Bargain!

Attention Aluminum Gutter
Applicators:

We have approximately a \$650.00 stock of Reynolds' Aluminum embossed 1/2 round and O. G. gutter accessories. As we do not have the aluminum gutters to go with them we will sell at a liberal discount. All are in good condition, approximately 1 year old.

**GENERAL ROOFING
COMPANY**

1837 East Lake Street
Minneapolis 7, Minnesota

"Buy from Frey"

**TOOLS
FOR THE ROOFER**

Frank P. Frey & Co.

2634 W. MADISON STREET
CHICAGO, ILL.

ROOFERS MOP YARN

Duck — Denim — Cable Cord
White Slesher — Soft Slesher
Samples on Request

E. L. HILTS & CO.
Box 2384 Hickory, N. C.

No Personnel Problems

(Continued from Page 14)

their being called is slight. The firm training program will result in the necessary increase required to complete government contracts.

Competitive Bidding

All work done is based upon competitive bids with general contractors. As association members the firm receives notification of each job coming up. Personally written letters, adjusted to the individual job, are sent to each general contractor bidding. The letter system results in the opportunity to bid on literally every job and fully utilizes the time of firm estimators who remain in the firm's offices and figure from blueprints. When necessary the estimators naturally visit a job, but the "leg work" is kept at a minimum through the letter plan.

Mr. John W. Tollett, the second partner in the business, says, "We believe that in bidding low for jobs and still realizing a fair margin of profit, no factor is more important than intelligent buying. For a large job we will often phone all over the country and find the best possible source of supply before submitting our bids. Quantity purchases, combined with consideration of freight factors, result in obtaining the best materials at the lowest possible cost."

For industrial building in this section, the best type of roofing is the built-up type with layers of felt, asphalt and asbestos. Regular felt is inclined to buckle in this climate.

ABC Roofing & Siding Company had its inception in 1942. In 1945 an office building, facing on Eastlake Avenue, was constructed. The building is extremely modern; designed to promote advanced thinking in roofing and siding. The shallow character of the lots dictated that the building be long and narrow retaining the necessary space at the rear for 2400 square feet of storage space; parking facilities; and drive-in space for customers and the firm's 5 trucks.

The realistic approach to contracting employed by John H. Henderson and John W. Tollett has resulted in conspicuous success.

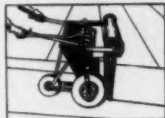
*With Higher TAXES
and Higher EXPENSES,
YOU'VE GOT TO CUT COSTS!*

DECIDE
NOW ON

MATT

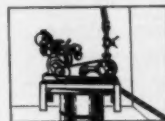
ROOFING
EQUIPMENT

DESIGNED SPECIFICALLY TO ENABLE YOU TO WORK MORE EFFICIENTLY



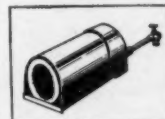
FELT LAYER

Mops and lays in one operation 125 to 150 squares (2 ply) a day with only 3 men! No fish mouths—no windy day layoffs—no waste of "Hot Stuff." Individually adjustable for strip mopping or tacking.



"HOT STUFF" PUMPS

No time lost waiting for boiling. Always a constant supply of "Hot Stuff" for the men on the roof. Material in kettle is constantly agitated by circulation, thereby preventing overheating and carbonization of kettle tubes.



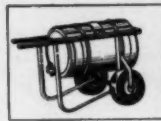
COIL-LESS BURNER

There are no coils—simply a heavy steel manifold for vaporizing oil. Eliminates 95% carbon trouble — no troublesome coil-clogging. Guaranteed for two years.



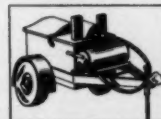
"HOT STUFF" CARRIER

No more carrying buckets long distances—wheel them on 4:00x18 tires and avoid the danger of spilling or spilling "Hot Stuff."



"HOT STUFF" BUGGY

A 25 gallon capacity buggy to be used with the Pitch Pump outfit or can be equipped with chains for hoisting intact with an "A" Beam. Really speeds up a roofing job.



MATT-MASTER KETTLE

Matt "Heat-Hold" Kettles are made in various sizes up to 600 gallon capacity. Made in either 4 or 2-wheel types, pneumatically fired. All Matt Kettles are equipped with the famous Matt Coil-Less Burner.

SEND FOR CIRCULAR DESCRIBING ENTIRE LINE

MATT COIL-LESS BURNER COMPANY
4015 W. LAKE STREET • CHICAGO 24, ILLINOIS

NO SHORTAGES IN



Bondstone is today's most inexpensive system of stone duplication. . . . Duplicates the beauty, the charm, the permanence of natural stone. . . . Immediate availability of material.

Exclusive franchises open to siding contractors. Only a small investment needed.

Train your men in only two days to do a perfect installation job.

Over 100 successful franchise dealers throughout the United States.

Complete details . . .

EMCO CEMENT PRODUCTS, INC.
PAXINOS, PENNSYLVANIA

Money-Makers for Contractors...

"TROUBLE SAVER" EQUIPMENT

LADDER JACKS

- New, RAIL-TYPE Jack (left) is extra safe. Side rails of ladder are used for support.



- Strong, convenient ONE-MAN ladder jack (right) adjusts to any pitch on either side of the ladder.



ADJUSTABLE ROOFING BRACKET



Simple, durable... provides a safe staging at any pitch. Use for all kinds of jobs and any type roofing. Proved in use for many years.

"TROUBLE SAVER" SHINGLERS



Can be removed without raising the shingle. Made in two sizes. "Regular" holds a 2x4 staging edgewise. "Wide" holds it sideways. Held by two nails.



LADDER HOOKS

This handy device pays for itself over and over.

Pivotal ladder to be placed with safety and convenience along the valley.

Plate protects the roof. Weight: only 6 pounds.

Write for literature, giving complete information on all "Trouble Saver" scaffolding accessories.

Manufacturers of
"Trouble Saver" Since 1912

THE STEEL SCAFFOLDING CO., Inc.

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Brooklyn 22, New York



CLASON SNOW GUARDS

For new Slate Roofs, Spanish Tile Roofs, Old Slate Roofs, Flat Tile Roofs, American Method Asbestos Shingles and French Method Asbestos Shingles and for Metal Roofs.

CLASON SNOW GUARDS

Standard for Fifty Years

THE M. N. CARTIER & Sons Company

275 Canal Street, Cartier Building
Providence, R. I.

Write us for Roofers Wholesale Prices

Gives Siding Jobs Improved Protection and Appearance



On every Asbestos Siding job, where appearance is essential, you can save valuable time, simplify fitting at corners and along window and door frames, give added protection, by using individual zinc corner strips. . . . Made of oxidized zinc . . . will not stain. Lengths suitable for any Asbestos Siding Shingle. For complete details write

BUGHER MANUFACTURING CO.

Formerly DOUBLE GRIP BRASS CLIP CO.
211 S. Main St. Kokomo, Ind.

**Roofers' Supplies
Contractors' Supplies
Anything You Need
ALL STATES ROOFERS SUPPLIES**
2107 W. LAKE ST. CHICAGO, ILL.

Sell MORE Insulation

(Continued from Page 19)

and forceful that a customer can see and understand and which will leave an impact upon his desire to buy.

The second phase of this mobilization program for applicators has already been suggested as remodeling. It is going to be necessary to turn more and more attention to houses which are now constructed and which do not have the benefit of full insulation. The loss of fuel dollars through improper insulation in American homes has been variously estimated as running well into millions of dollars each year. These are dollars which can be captured, and which can be thus diverted into savings, or into more essential parts of our mobilization effort. We, as applicators, become the agency for the capturing and proper channeling of this great source of additional revenue and power.

An experience of an applicator recently in the Northern Jersey area will be of interest. The owner of a seven room stucco house called upon a blowing contractor to figure what it would cost to insulate his home. The quotation was about \$440.00.

Capping Jobs

For a competitive figure he called upon an applicator who was doing capping jobs with cotton insulation primarily. This second applicator figured the job on a basis of capping only, and his quotation on the same house was \$117.00. The second applicator had allotted an extra amount in his quotation for sales expense, had made more profit, and was still saving the customer over \$300.00 on that insulation job. This seems like down to earth good sense. Selling is made a lot easier when you have a story like this to tell to a prospective customer.

In this capping job only the roof rafters or the attic floor are insulated. This captures the majority of the heat loss in any house. It gives the greatest value per dollar of insulation spent. If your customer has additional money to spend in capturing of heat loss, weather stripping on doors and windows, and storm sash and storm doors on all openings, give a second excellent opportunity of economy of fuel.

The Small Homes Council of the University of Illinois, recently issued

**YOURS FOR THE ASKING
SEE PAGE 32**

a booklet which is their F6.0 under the general subject of insulation. Charts made as a result of their test and appearing in this booklet, indicates that full thick insulation in the ceiling or roof area stops the greatest portion of heat loss in the average frame, brick or stucco home. In the other two possible sources of heat loss the windows and doors represent just about as much loss of heat as the entire wall area itself.

Saving Heat Loss

From this it is apparent that when a house is insulated in the roof or the attic floor, the greatest percentage of heat loss is thus saved. Storm sash, storm doors, and weather stripping beyond that can easily be installed, and they will be an added source of comfort and economy. In addition, by leaving the wall areas, you omit the lesser part of the problem, and you definitely avoid any later complications by reason of moisture condensation, spoiling, inside finish or outside paint.

Handling of blowing job is normally done without any vapor barrier in the side wall area. In doing a capping job, material can be used in which the vapor barrier is a part of the blanket. Under this program a capping job will save you and your customer money, will capture the majority of the heat loss, and will do an adequate insulation job for a home owner without any possibility of moisture damage so common in side walls which have insulation blown in.

Insulation made from cotton fibers lends itself to this kind of an operation extremely well. It is light, easy to handle, and offers the possibility of a lower installed cost.

Lower K Factor

Cotton insulation offers greater thermal efficiency. It has a lower K factor than other types of insulation, representing from 4 per cent to 36 per cent of greater efficiency.

In addition the treatment of cotton by some of the insulation manufacturers offers a material amply and permanently resistant to moisture, fire, mildew and vermin.

When you are doing an aggressive selling job, and when you are selling the kind of a job offering the greatest protection, the greatest economy and the greatest value per dollar of insulation purchases, you will be doing your share in the mobilization to keep America free.

Paralastic^{*}

INSULATES!... WATERPROOFS!



PARALASTIC CAULKING COMPOUND gives outstanding protection because it seals perfectly. It will not chip, peel or crack!

PARALASTIC is easy to apply: Controlled consistency assures smooth working characteristics. For all around satisfaction every time . . . use **PARALASTIC**. Try it . . . you'll like it.

COLORS: Brilliant White, Gray, Green, Buff, Red, Black, Natural . . . and **NOW . . . ALUMINUM:** FOR PERFECT MATCHING WITH ALUMINUM WINDOWS!

WRITE FOR FREE GUN OFFER!

Sold by leading jobbers
(A few territories still open)

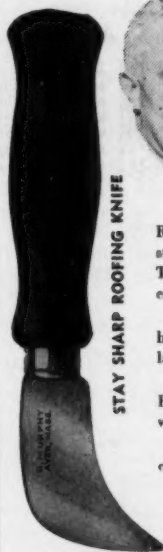
^{*}Reg. U.S. Pat. Off.



IT ISN'T INSULATED UNLESS IT'S CAULKED

PARALASTIC PRODUCTS CO. INC.

122 EAST 42nd ST., NEW YORK 17, N. Y.



STAY SHARP ROOFING KNIFE



**MADE TO DO A SUPERIOR
JOB: R. MURPHY
stay sharp ROOFING KNIVES**

No Play — No Wobbling

R. Murphy "Stay-Sharp" blades, processed from finest tempered steel, are famous for the way they hold up under tough usage. Their hand-honed razor-sharp edges cut the roughest materials easily.

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For the steadiest, cleanest, easiest cutting roofing knife—ask for R. Murphy "Stay-Sharp" Knives at your Roofing Supply or Hardware Store.

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17. The two new members are Elwood T. Dickinson of Louis J. Hunter Associates and Jerome C. Hunsaker, Jr. of Colonial Management Associates. Mr. Dickinson is an associate in this firm of Boston management consultants. Mr. Hunsaker is a full partner in Colonial Management Associates, a Boston investment management firm.

Director of Others

Mr. Dickinson is also a director of the following: Thomas G. Plant Corporation, Boston; Thompson, Boland & Lee of Atlanta; Owen's Shoes, Inc., Dallas; The Carter's Ink Company of Canada, Ltd.; New England Box Company, Greenfield; Penn Metal Company, Inc., Boston; and Stocker & Yale, Inc., of Marblehead. He is an assistant treasurer of the Massachusetts Memorial Hospitals and is assistant treasurer of the Boston YMCA. A graduate of Dartmouth, '24, and the Amos Tuck School of Administration and Finance, '25, Mr. Dickinson is married and has three children. He lives in Waban.

Mr. Hunsaker was in the Navy five years following his graduation from Harvard in 1938 and the Harvard Graduate School of Business Administration in 1940. He served as a cost inspector with the rank of lieutenant commander stationed in the First Naval District. Mr. Hunsaker has been with Colonial Management Associates since 1946. He is also vice president of Gas Industries Fund, Inc.; vice president of Railway & Light Securities Co., and director of Canadian Prospect Ltd. He and his wife and two children live in Weston.

* * *

Inselbri To Feature All Light Mortar Shadowline In 1951

Mastic Asphalt Corporation and its national sales affiliate, Jones & Brown, Inc., held their annual meeting recently in Atlantic City.

Key-note for the meeting was given by Mr. Clem J. Land, General Sales Manager of Jones & Brown, Inc. Mr. Land pointed to the extenuating conditions which will exist in the building material field, because of the national emergency program. Mr. E. N. Rosenthal, President of Jones & Brown, Inc., welcomed approximately 50 members of the key personnel of both companies.

To tie in the plans for every aspect of the products . . . from the manufacturing phase until the actual sale, Mr. Land turned over the chairmanship to his two division managers, Mr. George C. Kimball, the Eastern Division Manager, who was chairman on the first day, and Mr. Joseph I. Harvey, the Western Division Manager, who was chairman on the second day. Mr. Land, in order to give the over-all sales and promotional policy of the combined companies, retained control of the Convention on the third day.

* * *

L. V. Salisbury Becomes Sales Manager for Weather Panel

Weather Panel Sidings, Inc., Buffalo, New York, manufacturers of insulating panel siding has announced the appointment of Lloyd V. Salisbury as General Sales Manager for the company.

Mr. Salisbury joins the Buffalo insulating panel siding company after more than 10 years with Jones & Brown, Inc.

CLASSIFIED ADVERTISING

Under this heading classified advertisements are accepted at the uniform rate of 12 cents a word, but no advertisement taken for less than 20 words with a minimum charge of \$3.00; 3 months at 10c per word per insertion. Check or Money Order must accompany copy of Classified Ad. Advertisements soliciting dealers or distributors, or new products for sale, not accepted in classified section. Address all communications to Classified Department, AMERICAN ROOFER, 425 Fourth Avenue, New York 16, N. Y.

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WORKING FOREMAN FOR Built-up Roofing with ability to supervise and run jobs wanted by concern established over fifty years. Good wages and profit sharing plan with opportunity to 'buy into the business. Located in Western New York. Box 243, American Roofer & Siding Contractor, 425 Fourth Avenue, New York 16, N. Y.

FOR SALE

FOR SALE: ROOFING and sheet metal business, established twenty-five years. Located in southeast Virginia, center of defense building. Volume between one hundred fifty and two hundred thousand yearly. Will sell inventory at cost, equipment, trucks and fixtures below book value, plus long term lease on shop, office and warehouses. Will take approximate twenty-five thousand to handle. Box 247, American Roofer & Siding Contractor, 425 Fourth Avenue, New York 16, N. Y.

BUSINESS OPPORTUNITIES

MANUFACTURERS' REPRESENTATIVE SEEKS roofing and siding products. New York and surrounding territory. Write Box 241, American Roofer & Siding Contractor, 425 Fourth Avenue, New York 16, N. Y.

WANTED: MANUFACTURER'S REPRESENTATIVE now selling roofing products to distributors in the state of Ohio who would be interested in taking on a line of Mop Varns. Liberal commission paid. Box 246, American Roofer & Siding Contractor, 425 Fourth Avenue, New York 16, N. Y.

C-THRU now in 4 gorgeous *COLORS!*



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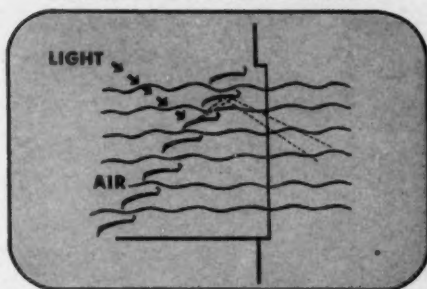
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